

# 《现代物流》

## 图书基本信息

书名：《现代物流》

13位ISBN编号：9787114086748

10位ISBN编号：7114086741

出版时间：2010-9

出版社：人民交通

作者：王淑云

页数：337

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu000.com](http://www.tushu000.com)

# 《现代物流》

## 内容概要

《双语国家双语教学示范课选用教材高等学校规划教材:现代物流》是在《现代物流》(英汉对照)基础上而进行的全面整合和补充完善,为国家双语教学示范课规划教材。全书共十个单元,每个单元包括英文知识,单词与短语,难点注释,思考题,阅读材料和中文翻译。英文内容主要是现代物流和供应链管理的最新理论及主要物流功能管理的知识精要;思考题紧扣专业内容;阅读材料着重强调了国际物流知识,以便更好地服务于国际商务。为了增强对该书内容的理解,本课程开辟了专门的课程网站,配有全程教学视频(xdwl.ytu.edu.cn)。《双语国家双语教学示范课选用教材高等学校规划教材:现代物流》可作为普通高等学校、高等职业技术学院物流管理专业、交通运输管理专业、工商管理专业和国际贸易与贸易等专业的双语教材或专业英语教材,亦可作为工业企业,商贸企业和物流企业的从业人员在物流实践中的参考用书。

## 书籍目录

Unit 1 What is Logistics Management ? The definition of logistics The origin and development of logistics The characteristics of logistics Activities included in logistics management Reading Material

Unit 2 Supply Chain Management The emergence of the supply chain concept The definition of supply chain management The components of supply chain from the focal firm's perspective Characteristics of supply chain management Challenges of supply chain management Reading Material

Unit 3 Recent Trends in Logistics Third-party logistics Outsourcing Global logistics Virtual warehousing Reverse logistics Benchmarking Reading Material

Unit 4 The Development of Logistical Integration Integrated logistics concept Why should logistics activities be integrated ? Logistical integration objectives The development of logistical integration Reading material

Unit 5 Transportation The role of transportation Transportation system Factors influencing transportation costs Transportation service characteristics The economic and service characteristics of different transportation modes Other transportation arrangements Legal forms of transportation Reading Material

Unit 6 Warehousing Definition Nature and importance of warehousing Functions of warehousing Warehouse decision strategy Warehouse planning and management Reading Material

Unit 7 Inventory Why hold inventory Types of inventory Inventory costs Inventory management Reading Material

Unit 8 Distribution Channel and Customer Service Distribution channel Customer service Reading Material 1 Reading Material 2

Unit 9 Materials Management and Purchasing Materials management Purchasing Just-in-time purchasing Reading Material

Unit 10 Logistics and Corporate Profit Performance Logistics performance assessment Impacts of logistics system change on corporate profit performance The strategic profit model Reading Material

## 精彩短评

1、考研买的知识点比较基础

# 《现代物流》

## 版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:[www.tushu000.com](http://www.tushu000.com)