

《物流英语》

图书基本信息

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内容概要

《物流英语》理论简练，内容实例新颖。共计包括物流公司、客户服务、采购、包装、仓储、配送、运输和集装箱八章。《物流英语》把物流过程中的各种活动以英语听、说、读、写、译的形式进行编写。每章把相关主题的基础理论以英语的精听形式来强化训练，以学生能完全听懂专业词汇为目标。精心设计了与物流活动有关的两个情景，让学生展开对话，就简单实用的功能句替换和同桌对练，重视学生口语的训练。写作部分除了翻译物流信函外，侧重选出一些物流单证的样式和简单的制作，让学生熟悉。阅读内容部分是物流公司的个案学习和探讨，鼓励学生运用所学的知识来阐述自己的观点。

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书籍目录

Unit 1 Introduction to Logistics Companies Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 2 Customer Service in Logistics Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 3 Purchasing Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 4 Packaging Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 5 Warehousing Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 6 Distribution Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 7 Transportation Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Unit 8 Containers Learning Objectives Part Listening & Understanding Part Learning to Speak Part Learning to Write Part Reading & Understanding
Exercises KeyTape Scripts参考资料及网站

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