

高职高专物流管理类“十三五”规划教材

物流与货代英语

主 编 刘晶璟
副主编 程红兰 刘 英



WUHAN UNIVERSITY PRESS

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总 序

近年来，随着经济的快速发展，现代物流逐渐成为我国经济生活中的热点，社会需求日趋旺盛。与此相适应的，社会对物流人才的需求也逐年增加。基于此，许多高职高专院校作为职业人才的培养基地，纷纷开设了物流管理专业。

从高职高专人才培养方向来看，物流管理专业培养的主要是物流各功能岗位的操作人员，从事运输管理、仓储管理、报关、理货、配送、客户关系管理等方面的工作。这些岗位的人员必须熟悉物流行业，掌握运输、仓储、包装、装卸、流通、加工、商贸等方面的专业技能知识，并能熟练地运用到实际工作中。因此，在教学过程中，需要重点提高学生的动手能力，提升学生的综合素质，以培养适合社会需求的专业人才，使学生能学有所需，学有所用。

然而，在实际应用中，适用于高职高专人才培养目标的精品教材却非常匮乏。因此，探索和编写技能型、实践型、创新型的精品教材以促进高职高专人才培养目标的实现，是目前高职高专物流管理专业教学的当务之急。

针对上述情况，我们从物流管理专业所需的教育教学技能角度出发，结合物流行业的现实需求，紧密围绕培养高等技术应用型专门人才这一目标，编写了本系列教材。本套教材包括物流管理专业基础课与必修课等核心课程，其编写特点如下：

- 理论“够用”

区别于以往教材理论部分占比较重，本套教材从岗位能力出发，精选“管用”、“够用”、“适用”的理论知识，从而更好地指导学生的学习，提高学习的效率。

- 突出技能

内容编写上以高职高专学生必备的职业技能为主线，通过“情境设置”、“项目驱动”、“教学做结合”等形式，以便于学生轻松掌握。

- 讲究实践

按照培养应用型人才的特点，充分考虑行业、企业所要完成的典型任务，在书中安排实训的环节，激发学生参与教学其中，以提高其动手的能力、解决问题的能力。

- 力求创新

编写理念的滞后、缺乏创新是导致教材不能发挥应有作用的内在原因。本套教材在编

写方式上创新使用了“理论+实例+案例”的形式，并且把枯燥的文字表述转换为图、表的形式，使得全书图文并茂，便于教学，学生使用时也能一目了然。同时，教材中尽量吸收最新的发展成果，以保证教材的时代感。

• 服务教学

本套教材配有辅助教师教学的丰富的教学资源包，包括技能训练指导、课后习题答案及相关教学资源库等，这些配套的资料，将极大方便教师使用这套教材。

本系列教材主要适用于高职高专学校物流管理专业学生的教学，并可供相关从业人员自学使用。

高职高专物流管理类教材编委会

2015 年 3 月

前 言

随着全球经济一体化和社会经济的快速发展,世界经济与国际贸易的相互依赖与相互影响日趋紧密,国内和国际物流在社会经济生活中扮演着越来越重要的角色。现代物流人才不但需要具备物流方面的专业知识,还要具备一定的外语应用能力。

本书作为高等职业院校物流专业英语教材,内容涵盖了物流系统中应用英文较多的主要环节,全书共设计成10个单元,包括物流及供应链介绍、运输方式介绍、配送中心、库存管理、包装、客户服务、国际采购、货运代理、国际货物运输、物流单据等方面。

本书有如下特点:

(1)内容取舍上,本书选取的是物流作业中应用英语较多的环节,与物流英语的实际应用紧密结合。

(2)各单元均设计有理论教学和实训教学。

每单元的理论教学部分有两篇英文课文,文章均紧密结合物流实践,选材新颖、难度适宜,每篇课文后有单词表、注释及不同形式的练习题,以巩固学习效果。

每单元的实训教学都特别设计了“技能训练”和“有用的句子”这两个部分。

- “技能训练”部分是结合物流英语实际应用的主题而设计的,是提高学生物流英语的沟通交流能力、阅读翻译能力的较好资源。训练形式多样,有情境对话、角色扮演、邮件写作、单据制作等。培养实际应用的能力,突出职业教育特点。
- “有用的句子”部分提供了能在实际情境中直接应用的丰富的句子,供学习和记忆。

(3)穿插使用游戏等形式的练习,增加趣味性,活跃课堂气氛,提高学生学习兴趣,使专业英语的学习不枯燥。

通过学习本书,学生能初步掌握物流行业的专业基础知识的英文表达,具备一定的物流专业英文的读写、翻译能力,能结合物流情境和具体岗位,就一定的专业问题进行英文沟通和交流,并能在实际工作中较灵活地应对各类常见的英文物流单证、商务信函等,为走向社会、提高就业能力奠定基础。

本书由武汉职业技术学院刘晶璟老师主编,由武汉商贸学院程红兰老师、武汉职业技术学院刘英老师担任副主编,参加编写的还有黄冈职业技术学院郭红霞老师和武汉铁路职业技术学院王爽老师。其中,刘英老师编写了第1、2单元,程红兰老师编写了第3、4单元,郭红霞老师编写了第5、6单元,王爽老师编写了第7单元,刘晶璟老师编写了第8、9、10单元。各位编者长期从事高职物流专业英语的教学。

本书也是武汉职业技术学院精品资源共享课程建设的成果。本书配有辅助教师教学的丰富的教学资源包,包括高质量的PPT、技能训练指导、课后习题答案、全文翻译及多媒

体资源库等，也有配套的供学生学习和交流的精品课平台。对于教学资源包，可以在武汉职业技术学院精品课网站上直接下载或联系出版社获取。

希望本书能对广大高职物流学生专业英语的学习有所裨益,对教师教学带来方便。由于编者水平有限,不当和疏漏之处在所难免,恳请广大读者不吝赐教。

编者
2015年6月

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Unit One Logistics and Supply Chain

Part I Components of a Logistics System

Lead in

Do you know how roast ducks from Beijing appear in American supermarkets? And why people can buy French perfume in China?



Preview of the text

? Answer the following questions and discuss your answers in class.

- 1) Do you think logistics is important? Tell us why.
- 2) Tell the class several logistics activities you know. In your opinion, which activities of logistics are the most important?

Text: Logistics and the Components of a Logistics System

I. Introduction

Birth of Logistics

Logistics is a relatively new word used to describe a very old practice: the supply, movement and maintenance of an armed force both in

peacetime and under operational conditions.

The birth of logistics can be traced back to ancient war times of Greek and Roman empires when military officers titled as “Logistikas” were assigned the duties of providing services related to supply and distribution of resources.

During the Second World War (1939-1945), logistics evolved greatly. The army logistics of the United States proved to be more than the German army could handle. The United States military ensured that the services and supplies were provided at the right time and at the right place. This also gave birth to several military logistics techniques which are still in use, although in a more advanced form.

Logistics in

Today's Society

In today's society, the companies are highly competitive with each other in supplying goods and services. This competition occurs in three areas, in determining customers' wants, in arranging the production of goods to satisfy those wants, and in making those goods available to the customers. The last responsibility is the industry's newest management function—business logistics.

Logistics is the management of the physical and information flows of products and of all activities related to these flows. The physical flows of products include the movement of raw materials from suppliers (physical supply), the movement of goods in-process within the firm, and the movement of finished goods from the firm to consumers (physical distribution). The information flows for products cover reports and documentation relating to goods movement.

II. The Definition of Logistics

In our text, we would like to say that logistics is the continuous process of meeting customer needs by ensuring the availability of the right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants them, all for a price the buyer is willing to pay.

That means the six “rights”: ensuring that the right goods, in the right quantities, in the right condition, are delivered to the right place, at the right time, for the right cost.

III. What are the Components of Logistics?

The logistics system consists of the following components (see Figure 1.1):

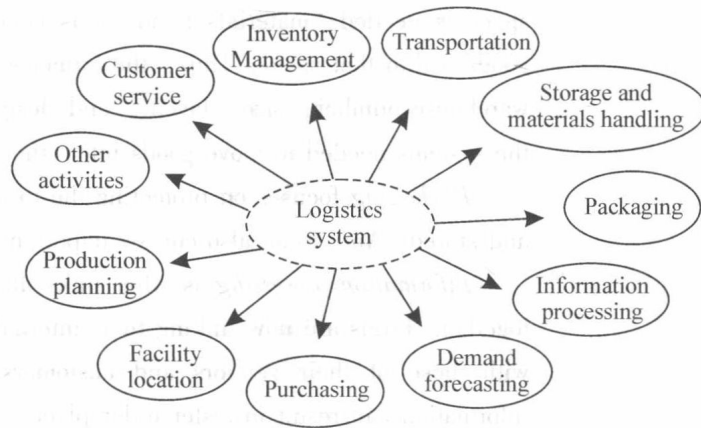


Figure 1.1 Components of Logistics System

Customer service is a very important part of any organization's logistics effort. In a broad sense, it is the output of the entire logistics effort; that is, customer service and some resulting level of satisfaction are what the logistics system ultimately provides the buyer. Disappointment at this level can lead to dissatisfaction with the organization as a whole that effectively wastes the entire logistics effort.

Inventory management deals with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them (i. e. the cost of lost sales).

The objective of inventory management is to control stock levels for minimizing total operating cost while satisfying customer service requirements. Inventory management is a key issue in logistics systems. Businesses choose to maintain inventories for a variety of reasons, including:

- Improving service level
- Reducing overall logistics costs
- Making seasonal items available throughout the year
- Overcoming inefficiencies managing the logistics system

Transportation refers to the physical movement of goods from a point of origin to a point of consumption. It can involve raw materials being brought into the production process and/or finished goods being shipped out to the customer. The main modes of transportation used by logistics system management are ship, rail, truck, air and pipeline.

Storage and materials handling are the physical requirements of

holding inventory. Storage includes the tasks necessary to manage whatever space is needed; materials handling is concerned with the movement of goods within that space. Thus, the former would consider issues related to warehouse number, size, layout, and design; the latter would focus on the systems needed to move goods into, though, and out of each facility.

Packaging focuses on protecting the product while it is being shipped and stored. And it can also convey important information to the customers.

Information processing is what links all areas of the logistics system together. Firms are now linking their internal logistics information systems with those of their vendors and customers. Such an open exchange of information can result in faster order placement, quicker benefit delivery, and greater accountability throughout the logistics process.

Demand forecasting involves in forecasting future customer needs. The logistics system ensures the right products and/or services are available to meet customer requirements.

Production planning can be included under logistics because manufacturing needs components and raw materials in order to make finished goods that are, in turn, demanded by a customer. Thus, production planning is likely at the center of the entire logistics process.

Purchasing deals with the buying of goods and services that keep the organization functioning. Since these inputs can have a direct impact on both the cost and quality of the final product/service, this activity is vital to the overall success of the logistics effort.

Facility location addresses the strategic placement of warehouses, plants, and transportations resources to achieve customer service objectives and minimize cost. These decisions can have long term and potentially costly implications for the organization.

Other activities for a specific organization could include tasks such as after-sales parts and service support, maintenance functions, return goods handling and recycling operations.

New Words and Expressions

logistics [lə'dʒɪstɪks] <i>n.</i>	物流
component [kəm'pəʊnənt] <i>n.</i>	组成部分
roast [rəʊst] <i>vt. & vi.</i>	烤, 炙
maintenance ['meɪntənəns] <i>n.</i>	维持
trace back to	追溯到……
assign [ə'saɪn] <i>vt.</i>	分配, 分派(工作, 职责)

distribution [ˌdɪstrɪˈbjʊːʃn] <i>n.</i>	配送; 分销
evolve [ɪˈvɒlv] <i>vt. & vi.</i>	演变; 进化
counterpart [ˈkaʊntəpaɪt] <i>n.</i>	对手
give birth to	引起, 产生
information flow	信息流
raw material	原材料
physical distribution	实物配送
implement [ˈɪmplɪmənt] <i>vt.</i>	贯彻, 实行, 履行(决定、计划、协议等)
efficient [ɪˈfɪʃnt] <i>adj.</i>	效率高的
effective [ɪˈfektɪv] <i>adj.</i>	有效果的
in-process	在(生产)进行中
inventory [ˈɪnvəntərɪ] <i>n.</i>	库存
availability [əˌveɪləˈbɪlətɪ] <i>n.</i>	可利用性、可得性
optimize [ˈɒptɪmaɪz] <i>v.</i>	使优化
storage [ˈstɔːrɪdʒ] <i>n.</i>	储存
packaging [ˈpækɪdʒɪŋ] <i>n.</i>	包装
purchase [ˈpɜːtʃəs] <i>vt.</i>	采购
facility [fəˈsɪlətɪ] <i>n.</i>	设施
pipeline [ˈpaɪplaɪn] <i>n.</i>	管道

Notes

1. The birth of logistics can be traced back to ancient war times of Greek and Roman empires when military officers titled as “Logistikas” were assigned the duties of providing services related to supply and distribution of resources.

物流的诞生可以追溯到古代战争时期的希腊和罗马帝国, 当时以“Logistikas”命名的军官被分配的任务是对资源进行供应和分配。

2. Logistics is the management of the physical and information flows of products and of all activities related to these flows.

物流是对产品的实体流和信息流以及与这些流动相关的所有活动的管理。

3. The physical flows of products include the movement of raw materials from suppliers (physical supply), the movement of goods in-process within the firm, and the movement of finished goods from the firm to consumers (physical distribution).

产品的实体流动包括供应商供应原材料的流动(实体供应)、企业内部在制品的流动以及成品从公司到消费者的流动(实体配送)。

4. The logistics system consists of the following components: Customer service, Inventory management, Transportation, Storage and materials handling, Packaging, Information processing, Demand forecasting, Production planning, Purchasing, Facility location and other activities.

物流系统包括以下部分：客户服务、库存管理、运输、储存和物料搬运、包装、信息处理、需求预测、生产计划、采购、设施选址和其他活动。

5. Inventory management deals with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them. (i. e. the cost of lost sales).

库存管理用来平衡为维持现有多余产品所花的成本和规避当顾客需要这些产品而又没有备货时的风险。

6. Storage includes the tasks necessary to manage whatever space is needed; materials handling is concerned with the movement of goods within that space.

存储要管理关于需要什么样的空间等必要任务；物料搬运关注的是在这一空间内货物的流动情况。

7. Thus, production planning is likely at the center of the entire logistics process.
因此，生产计划可以说是整个物流过程的中心。

8. Other activities for a specific organization could include tasks such as after-sales parts and service support, maintenance functions, return goods handling and recycling operations.

对于一个具体的机构，其他活动可能包括的任务有：售后零部件和服务支持、维护、退货和回收处理。

Exercises

一、将左右两列中意思相同的词或词组进行连线(后称“连线题”)

demand forecast	客户服务
inventory control	需求预测
distribution	订单处理
customer service	配送
order processing	库存控制
warehouse management	运输
packing	仓库管理
logistics information	工厂和仓库的选址
transportation	物料搬运
material handling	采购
purchase	包装
factories and warehouses site selection	物流信息

二、将下列句子补充完整并翻译成中文

1. Logistics is the continuous process of _____ customer needs by ensuring _____, in the quantity and condition desired by that customer.
2. The logistics system consists of the following components: Customer service, _____, Transportation, Storage and materials handling, _____, Information processing, _____, Production planning, Purchasing, Facility location and other

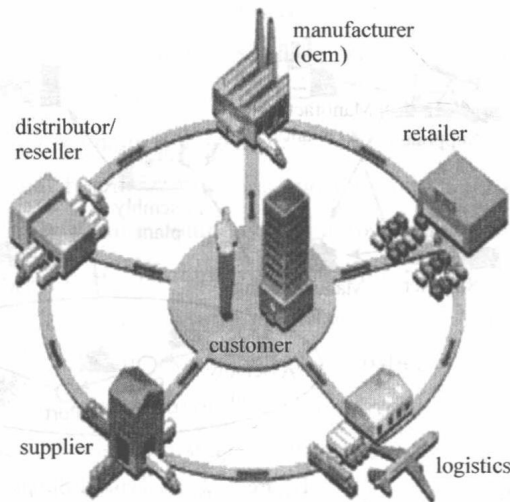
activities.

3. _____ focuses on protecting the product while it is being shipped and stored.
4. _____ deals with the buying of goods and services that keep the organization functioning.
5. _____ focus on the need for accurate information on future customer needs.
6. _____ would consider issues related to warehouse number, size, layout, and design.

Part II Supply Chain Management

Lead in

Could you use your own words to describe the supply chain according to the following picture?



Preview of the text

? Answer the following questions and discuss your answers in class.

- 1) What is a supply chain?
- 2) What are the differences between logistics and supply chain?

Text: Supply Chain Management

Overview of Supply Chain

If your company makes a product, the parts are purchased from suppliers, and those products are sold to customers, then you have a

supply chain. Some supply chains are simple, while others are rather complicated. The complexity of the supply chain will vary with the size of the business and numbers of items that are manufactured.

Supply chain is the network of the involved companies, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate consumer.

Figure 1.2 shows a typical supply chain in which the production and distribution systems are made up of two stages each. In the production system, components and semi-finished parts are produced in two manufacturing centers while finished goods are assembled at a different plant. The distribution system consists of two *central distribution centers* (CDCs) supplied directly by the assembly center, which in turn replenish two *regional distribution centers* (RDCs) each. RDCs then supply retail outlets.

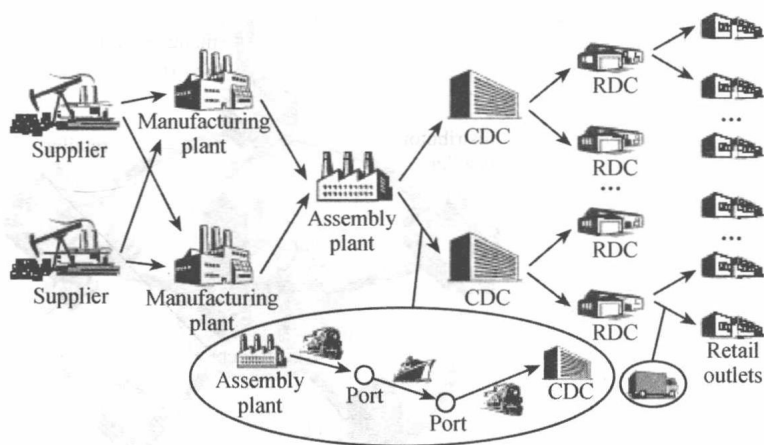


Figure 1.2 A Typical Supply Chain

**Elements of
the Supply
Chain**

(1) Suppliers

They are organizations that provide goods and/or services to a purchasing organization (a manufacturer or a distributor).

(2) Manufacturers (producers)

They are the companies that make a product. This includes companies that are producers of raw materials and companies that are producers of finished goods.

(3) Distributors

They are companies that take inventory in bulk from producers and