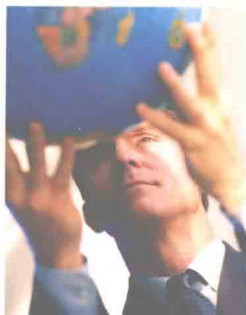


全国商贸类“十一五”规划  
应用型教材◎物流管理专业



丛书主编 高明波

# English



Logistics

# 物流英语



白世贞 主 编  
孙璐 陈宇 副主编



对外经济贸易大学出版社  
University of International Business and Economics Press

全国商贸类“十一五”规划应用型教材·物流管理专业

丛书主编 高明波

# 物 流 英 语

主 编 白世贞

副主编 孙 璐 陈 宇

对外经济贸易大学出版社

## 图书在版编目 (CIP) 数据

物流英语/白世贞主编. —北京: 对外经济贸易大学出版社, 2008

全国商贸类“十一五”规划应用型教材. 物流管理专业

ISBN 978-7-81134-078-5

I. 物… II. 白… III. 物流-英语-高等学校-教材  
IV. H31

中国版本图书馆 CIP 数据核字 (2008) 第 042979 号

© 2008 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

## 物流英语

白世贞 主编

责任编辑: 王 煜

---

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

---

唐山市润丰印务有限公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 230mm 10.5 印张 210 千字

2008 年 4 月北京第 1 版 2008 年 4 月第 1 次印刷

---

ISBN 978-7-81134-078-5

印数: 0 001 - 5 000 册 定价: 16.00 元

# 总 序

世界经济一体化、贸易全球化的趋势在日益加剧，世界各国的国际贸易、国际物流等活动日益繁荣。我国加入 WTO 以来，第三产业占国民经济的比重日益攀升，物流活动作为企业利润的新的增长点日益受到广泛重视。培养具有国际视野，掌握物流理论和运作技能的人才是一项紧迫而又长期的任务。

以服务为宗旨，以就业为导向，走产学结合的发展道路，是新时期职业教育的办学指导思想，贯彻这一思想的关键是建立校企合作、工学结合的人才培养模式，要变知识本位为能力本位，即由知识传授型向能力培养型转变。对于学生来说，重要的不是学了什么，而是会干什么；对于老师来说，重要的不是教了什么，而是教会了什么。为此，基础理论够用，强化实践环节，突出围绕职业岗位和工作项目的职业技能的培养是课程改革和教材建设工作的当务之急。

本套教材是为了适应应用型本科及高职高专教育的教学规律和特征的要求，按照物流职业资格考试大纲而组织编写的。

该套教材的特点是：

第一，面向应用型本科和高职高专教育的实际情况，其内容按需而设，讲究实效。

第二，理论问题既注重系统性，更讲究实用性和针对性。

第三，深入浅出，简明扼要，既方便教学又方便学生自学。

第四，以应用为目标，每章后设有多道练习题以强化学生对知识的理解吸收。

本套教材的作者大部分都有多年的教学和实践经验，在编写过程中参考了众多专家、学者的著述和研究成果，我们在此表示衷心的感谢！

本套教材适用于应用型本科、高职高专院校物流管理及相关专业的教学用书，也可以作为职业资格培训教材，还可以作为从事物流工作人员自学的参考用书。

由于本套教材涉及面广，加上作者水平有限，书中错误和不妥之处在所难免，恳请读者和专家们批评指正，我们将继续努力，跟踪教材的使用效果，不断发现问题，总结经验教训，不断提高教材的质量水平。

丛书主编：高明波

2007 年 11 月

## 前 言

进入 21 世纪, 物流业在我国发展迅猛, 但中国物流业人才却存在巨大缺口。为弥补这一缺陷, 出版一些实用的、内容新颖的物流教材意义深远。目前图书市场上的物流教材众多, 然而在使用过程中, 人们普遍反映图书结构僵化, 内容陈旧, 对培养懂物流、懂技术、懂英语的应用型人才起不到应有的作用。为了适应当前教学及满足有关从业人员的需要, 我们编写了本书。

本书在内容设计上有以下特点:

一是原汁原味。英语能力的提高不仅仅在记诵单词, 大量外文的阅读也是非常重要的。本书的内容来自国内外物流供应链领域的相关文献, 是读者迅速提高英语水平的较好读物。

二是时效性。本书所选用素材均为国内外最新资料, 力争避免选用落后于时代的文字资料, 将最前沿的物流管理理念、技术介绍给读者。

三是采用了案例, 淡化读者在英文阅读方面惯有的排斥感, 增强学习兴趣。

四是实用性。在每课后附有练习, 对物流实践大有裨益。

本书涉及物流概论、物流基本要素, 如物流运输、库存、仓储、信息管理、物流单证等, 以及比较前沿的第三方物流、物流客户服务、供应链管理、全球物流等相关内容。本书共十一章, 每章包括精读课文、案例、单词与专业术语、问答题等。

本书由哈尔滨商业大学白世贞教授任主编, 孙璐、陈宇任副主编, 参加编写人员有: 沈欣、乔成武、张玉斌、吴绒、谢红燕、陈宇等。由于编写时间仓促, 加之编者水平有限, 虽殚精竭虑也难免存在错误疏漏, 恳请专家、读者批评指正。

## Preface

Entering the 21st century, logistics is developing swiftly in our country. In contrast, a deep gap for talents exists in the field. To remedy the defect, it's meaningful to publish some practical and novel teaching materials for the field. At present, there are quite a lot of books on logistics in the market, which are reacted the rigid structures and obsolete contents. It's useless for fostering applied talents who grasp logistics, technology and English. So we compile the book to adapt current studying and satisfy ones working in the field.

The book is designed with features as below:

Firstly, it's original and vivid. It's important for improving ability on English not only to remember words, but also to read mounts of foreign books. The book is better to enhance readers' abilities which contents are from references on the field of logistics and supply chain at home and abroad.

Secondly, it's timely. The latest references home and abroad are selected, in order to avoid backward materials. The forefront of theory and technology on logistics management are introduced to readers.

Thirdly, cases are used to desalinate the rejection on reading English, and to increase interests.

Fourthly, it's practical. Exercises are attached to each text, which is useful for logistics practice.

Introduction to logistics, elements of logistics such as transportation, inventory, storage, information management, logistics documents and so on, TPL, logistics customer service, SCM, and global logistics are mentioned in the book. It includes 11 chapters, each includes intensive reading, cases, words & expressions, and questions.

Professors Bai Shizhen of Harbin University of Commerce is chief editor, Sun Lu and Chen Yu are subeditor of the book. The attendance members are: Shen Xin, Qiao Chengwu, Zhang Yubin, Wu Rong, Xie Hongyan and Chen Yu. There must be some mistakes due to time and ability, we will be appreciate to those who help us improve the book.

## Table of contents

<b>Unit 1 Introduction to Logistics</b> .....	( 1 )
Text 1 The definitions of logistics .....	( 2 )
Text 2 Elements of logistics .....	( 3 )
Case; Efficient logistics vital for success .....	( 10 )
<b>Unit 2 Transportation</b> .....	( 12 )
Text 1 Modes of transportation .....	( 12 )
Text 2 Transport cost characteristics .....	( 20 )
Case; Chippy potato chip company .....	( 26 )
<b>Unit 3 Inventory and Warehouse Management</b> .....	( 28 )
Text 1 Inventory classifications .....	( 28 )
Text 2 Types of warehouses .....	( 31 )
Case; Jackson's warehouse .....	( 36 )
<b>Unit 4 Packaging</b> .....	( 39 )
Text 1 Purpose of packaging .....	( 39 )
Text 2 Packaging materials .....	( 42 )
Case 1; Dow Corning's packaging strategy .....	( 50 )
Case 2; Cisco's packaging case .....	( 51 )
<b>Unit 5 Handling</b> .....	( 54 )
Text 1 Handling systems .....	( 54 )
Text 2 Up and away with overhead cranes .....	( 65 )
Case; Automated case handling on the rise .....	( 70 )
<b>Unit 6 Information Management</b> .....	( 72 )
Text 1 About EDI .....	( 72 )
Text 2 RFID technologies .....	( 76 )
Case 1; EDI in E-commerce .....	( 81 )

Case 2: Application of RFID .....	( 82 )
<b>Unit 7 Logistics Customer Service</b> .....	( 84 )
Text 1 The introduction to logistics customer service .....	( 84 )
Text 2 Delivering customer value .....	( 90 )
Case: Managing events and promotions in the retail sector .....	( 93 )
<b>Unit 8 The Third Party Logistics</b> .....	( 96 )
Text 1 The introduction to TPL .....	( 96 )
Text 2 Matching supply chain and TPL strategies .....	( 102 )
Case 1: Choosing the TPL provider .....	( 106 )
Case 2: Cosfresh “Third Party Logistics” .....	( 107 )
<b>Unit 9 Supply Chain Management</b> .....	( 108 )
Text 1 Introduction to supply chain management .....	( 108 )
Text 2 Issues in supply chain management .....	( 114 )
Case: Toy supply chain .....	( 123 )
<b>Unit 10 Logistics Documents</b> .....	( 126 )
Text 1 Introduction to documents .....	( 126 )
Text 2 Major types of logistics documents .....	( 132 )
Case: Sample of an irrevocable documentary credit .....	( 137 )
<b>Unit 11 Global Logistics</b> .....	( 139 )
Text 1 Strategic options and management of global logistics .....	( 139 )
Text 2 The challenges of global logistics .....	( 147 )
Case: Nike — the logistics challenge of global business .....	( 155 )
<b>References</b> .....	( 157 )



# Unit 1

## Introduction to Logistics

1 Since 1994, China has had consistent attention from MNCs ( Multinational Corporations ). One reason for this is the attraction of the low cost of manufacturing and vast domestic market potential. With China's accession into the WTO comes even greater market access. Trade and investments are expected to surge rapidly. Second, with a burgeoning middle class, more people will have greater purchasing access to both domestic and foreign goods. Many MNCs are keen to invest, make and deliver through China. China has overtaken the USA as the most attractive location for FDI ( Foreign Direct Investment ). Statistically, this translates to a total of 389,104 projects approved to receive foreign capital, with total FDI realized amounting to RMB 3,076 billion from 1983 to 2001.

2 With this, comes the desire by MNCs and logistics service providers ( LSPs ) to be kept well informed of the state of logistics infrastructure and to have a clear understanding of the on-going logistics development in China. This presents immense challenges to the logistics industry as it strains to meet the demands of a growing market. Nevertheless, the opportunities for logistics are tremendous as China is arguably the largest single distribution market globally.

3 The logistics industry in China can be subdivided into different sectors: freight forwarding, trucking, shipping, aviation, customs brokering, warehousing and developing logistics centers. Accordingly, the broad objective of the government is to provide an environment conducive for logistics to develop. The vehicle used is through enhancing the infrastructure needed, capitalizing on technology essential for managing the supply chain, nurturing requisite talent for this industry, venturing overseas to learn from countries richer in experience and expertise in this area and conducting research to keep abreast of the changes in

this industry.

## Text 1 The definitions of logistics

1 “Logistics” is a term, which originates from both the army and French. According to the French, the Baron of Jomini, who of Swiss origin had served in Napoleon’s army before joining the Russian’s and who later founded the Military Academy of St. Petersburg, first used the term in the early 19th century. So in a military sense, the term “logistics” encompasses transport organization, army replenishments and material maintenance.

2 In the business world, however, the concept of “logistics” was applied solely to “Material Replenishment Programs” (MRPs) and was confined to the manufacturing sector at the beginning. Therefore the extension of the concept to involve company operations is a relatively new one and the earliest usage dates back to the 1950s in the USA.

3 Operationally, companies realize that by regrouping the different aspects of logistics and instead of viewing them as separate processes, substantial savings can be made on their business’ outgoing expenditure.

4 There are various definitions of different editions. The term was defined as follows:

5 Logistics (business definition): Logistics is defined as business-planning framework for management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today’s business environment.

——(Logistics Partners Oyo, Helsinki, FI, 1996)

6 Logistics (military definition): The science of planning and carrying out movement and maintenance of force, and those aspects of military operations that deal with the design and development, acquisition, storage, movement, distribution, maintenance, evacuation and disposition of material; movement, evacuation, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition of furnishing of services.

——(JCS Pub 1 – O2 excerpt)

7 Logistics: The process of planning, implementing, and controlling efficient, effective flow and storage of goods, services, related information from point of origin to point of consumption for the purpose of conforming to customer requirements. This definition includes inbound, outbound, internal and external movements, and return of materials for

environmental purposes.

——(Reference: Council of Logistics Management)

8 Logistics: The process of planning, implementing, and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of meeting customer requirement.

——(Reference: Canadian Association Logistics Management)

9 It is interesting to detect the different biases—military, economic, etc. It is not easy to determine which one of the many definitions is most suitable. An appropriate modern definition that applies to most industry might be that logistics concerns the transfer of goods from the source of supply through the place of manufacture to the place of consumption in a cost-effective way while providing an acceptable service to the customer.

## Text 2 Elements of logistics

1 A logistics system can be composed of many different elements, some of which are briefly described below:

### Transportation

2 Transportation refers to the physical movement of goods from a point of origin to a point of consumption and can involve raw materials being brought into the production process and/or finished goods being shipped out to the customer. Transportation has assumed a greater role in many logistics systems for two reasons. First, the liberalization of transportation laws in many countries has provided opportunities for knowledgeable managers to obtain better service at lower prices than they could in the past. Second, as inventory levels have dropped in response to the popularity of just-in-time (JIT) strategies, transportation is frequently used to offset the potentially damaging impact on customer service levels that would otherwise result from those inventory reductions.

3 Facility location addresses the strategic placement of warehouses, plants, and transportation resources to achieve customer service objectives and minimize cost. Although not necessarily made often, these decisions can have very long-term and potentially costly implications for the organization.

## Inventory and storage management

4 Inventory management deals with balancing the cost of maintaining additional products available against the risk of not having those items when the customer wants them (i. e. the cost of lost sales). This task has become more complex as firms have gradually lowered inventory levels. The challenge in this situation is to manage the rest of the logistics system to coordinate the lack of inventory so that customer service does not suffer. Although all of the interest focuses on reducing inventories, the fact remains that they are still necessary for serving customers in many markets. So managers must decide whether they need additional products in a given market and, if so, how many of which items. It is also worth mentioning that for inventories of raw materials and component parts, the customer is the firm's own production line; for finished goods the customer is the final user of the product. Both "customers" have different needs which must be evaluated in formulating an appropriate inventory policy that balances the cost of maintaining stocks on the one hand with the costs that could result from not having necessary items on the other. There is no doubt that holding inventory costs money, so firms don't want to have any more than is absolutely necessary to keep themselves and their customers satisfied.

5 Storage and materials handling address the physical requirements of managing 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 considers issues related to warehouse number, size, layout, and design; the latter concentrates on the systems needed to move goods into, through, and out of each facility. Obviously, an organization's inventory policies have a direct impact on their storage and handling needs. Thus, one result of the move to smaller inventories is the requirement for less storage space.

## Packaging

6 Packaging focuses on protecting the product while it is being shipped and stored. Too much packaging increases costs while inadequate protection can result in merchandise damage and, finally, customer dissatisfaction. In addition, since every bit of packaging is ultimately discarded, logistics managers must also consider the societal costs associated with waste disposal. Increasingly, firms are working to develop materials that provide required levels of protection yet are recyclable or quickly biodegradable.

## **Return goods handling**

7 Return goods handling, often referred to as reverse distribution, is an important part of the logistics process. Buyers may return items to the seller due to product defects, overages, incorrect items received, or other reasons. Reverse distribution has been likened to going the wrong way in a one-way street because the great majority of product shipments flow in one direction. Most logistics systems are ill-equipped to handle product movement in a reverse channel. In many industries consumers return products for warranty repair, replacement, or recycling. Reverse distribution costs may be high; the cost of moving a product back through the system from the consumer to producer may be as much as nine times the cost of moving the same product from producer to consumer. Often the returned goods cannot be transported, stored, and/or handled easily, resulting in higher logistics costs. Reverse distribution promises to become even more important as customers need more flexible and lenient return policies.

## **Information processing**

8 Information processing is what links all areas of the logistics system together. The growth of reasonably priced computers and software has put sophisticated management information systems within the reach of even the smallest organization. Indeed, firms are now connecting their internal logistics information systems with those of their vendors and customers as a means of adding more value to the entire channel. Such an open exchange of information can result in faster order processing, quicker benefit delivery, and greater accountability throughout the logistics process.

## **Customer service**

9 Customer service is a multi-dimensional and 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 for the buyers. However, many organizations do have a more narrow functional view of customer service as something that they actually perform. For example, a firm may have a customer service department or customer service employees that handle complaints, special orders, damage claims, returns, billing problems, etc. For all intents and purposes, these employees are the organization as far as many buyers are concerned, so

their role in the entire logistics system becomes crucial. Disappointment at this level can lead to dissatisfaction with the organization as a whole that effectively neutralizes the entire logistics effort.

### Other elements

10 Demand forecasting aims at the need for accurate information on future customer needs so that the logistics system can assure the right products and/or services are available to meet those requirements. Logistics requires not only forecasting market sales but obtaining specific data on the timing, mix, and quantity desired by buyers. Without this information, the logistics system runs the risk of compromising customer satisfaction rather than enhancing it.

11 Order processing may be compared to the human body's central nervous system, bringing about the distribution process and directing the actions to be taken in satisfying order demand. The components of the order processing activity may be made up of three groups: (1) operational elements, such as order entry/editing, scheduling, order-shipping set preparation, and invoicing; (2) communication elements, such as order modification, order status inquiries, tracing and expediting, error correction, and product information requests; and (3) credit and collection elements, including credit checking and accounts receivable processing/collecting. The speed and accuracy of a firm's order processing have a great deal to do with the level of customer service that the company provides. Advanced systems can reduce the time between order placement and shipment from a warehouse or storage facility. In many cases orders are transmitted from the buyer's computer to the vendor's computer. Advanced systems, although initially expensive to the company, can substantially improve both orders processing accuracy and order response time. Often, saving in other logistics expenses (such as inventory, transportation and/or warehousing) or increasing sales from improved customer service will justify the cost of the system.

12 Procurement 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 offered to the consumer, this activity is vital to the all success of the logistics effort. In addition, the move away from local sourcing in favor of global buying has complicated this entire process significantly in recent years.

13 Production planning can be involved 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 arguably at the center of the entire logistics

process, yet it is often regarded as an independent entity with its own objectives and procedures. The risk here is that production rather than customer needs becomes the primary issue, a situation that can result in customer dissatisfaction.



## Words & Expressions

accountability	<i>n.</i>	有责任,有义务,可说明性
appropriate	<i>adj.</i>	适当的
acquisition	<i>n.</i>	获得,获得物
arguably	<i>adj.</i>	可论证地
cornerstone	<i>n.</i>	墙角石,基础
compromise	<i>n. &amp; v.</i>	妥协,折中
consumption	<i>n.</i>	消费,消费量
definition	<i>n.</i>	定义,解说,精确度,(轮廓、影像等的)清晰度
distribution	<i>n.</i>	分配,分发,配给物,发送,发行
disposition	<i>n.</i>	部署
evacuation	<i>n.</i>	撤退,走开
framework	<i>n.</i>	构架,框架,结构
implication	<i>n.</i>	牵连,含意,暗示
inbound	<i>adj.</i>	内地的,向内的
liberalization	<i>n.</i>	自由化,使宽大
logistics	<i>n.</i>	物流,后勤,后勤学
military	<i>adj.</i>	军事的,军用的
multi-dimensional	<i>adj.</i>	多面的,多维的
neutralize	<i>v.</i>	压制(火力),抵消,使中立化
outbound	<i>adj.</i>	开往外地的,往外的
packaging	<i>n.</i>	包装
sophisticated	<i>adj.</i>	诡辩的,久经世故的,复杂的
substantially	<i>adv.</i>	充分地
transportation	<i>n.</i>	运输,运送
ultimately	<i>adv.</i>	最后,终于
vendor	<i>n.</i>	供应商

vital	adj.	生死攸关的,重大的,生命的,至关重要的
capital flows		资金流
customer service		客户服务
demand forecasting		需求预测
operational element		运算元素
product warranty		产品质量保证书

## Notes

1. MRP: 物料需求计划,它是推进式生产物流控制原理的代表方法。制造企业根据市场需求制定了营销计划之后,生产系统必须按照规定的时间交出产成品,由此而产生了主生产进度计划 MPS (master production schedule),再根据产品的数量与产品的层次结构逐层逐次地计算出各种零部件的需求时间,这就叫做物料需求计划。
2. MIS (管理信息系统—Management Information System) 主要指的是进行日常事物操作的系统。这种系统主要用于管理需要的记录,并对记录数据进行相关处理。MIS 系统通常用于系统决策,如可以找出目前迫切需要解决的问题,并将信息及时反馈给上层管理人员,使他们了解当前工作发展的进展或不足。换句话说,MIS 的最终目的是使管理人员及时了解公司现状,把握将来的发展路径。
3. Transportation refers to the physical movement of goods from a point of origin to a point of consumption and can involve raw materials being brought into the production process and/or finished goods being shipped out to the customer.  
refer to 涉及,指  
ship out 运出
4. Inventory management deals with balancing the cost of maintaining additional products available against the risk of not having those items when the customer wants them (i. e. the cost of lost sales).  
deal with 安排, 处理
5. There is no doubt that holding inventory costs money, so firms don't want to have any more than is absolutely necessary to keep themselves and their customers satisfied.  
There is no doubt that ... 是毫无疑问的。  
any more than 较……多些
6. Packaging focuses on protecting the product while it is being shipped and stored. Too



much packaging increases costs while inadequate protection can result in merchandise damage and, finally, customer dissatisfaction.

focus on 集中

result in sth. 产生某种作用或结果

dissatisfaction 不满意,其中 dis-为词前缀,通常情况下,表示否定意义

7. In addition, the move away from local sourcing in favor of global buying has complicated this entire process significantly in recent years.

in addition (to sb./sth.): as an extra person, thing or circumstance 加之,除……之外  
in favor of 赞成,支持某人(某事物)

## Exercises

### I. Comprehension Questions

1. What is the logistics?
2. How do you comprehend “logistics” encompasses much more than just the transport of goods?
3. What are included in the elements of logistics?
4. What does the inventory management deal with?
5. Does inventory management become more complex? Why?
6. What does the demand forecasting address?
7. Will you please introduce the customer service in you own words?
8. In you opinion, which elements of logistics are important?

### II. Translate the Following Sentences into Chinese.

1. An appropriate modern definition that applies to most industry might be that logistics concerns the transfer of goods from the source of supply through the place of manufacture to the place of consumption in a cost-effective way whilst providing an acceptable service to the customer.
2. Logistics is defined as business-planning framework for management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.
3. Reverse distribution promises to become even more important as customers need more