



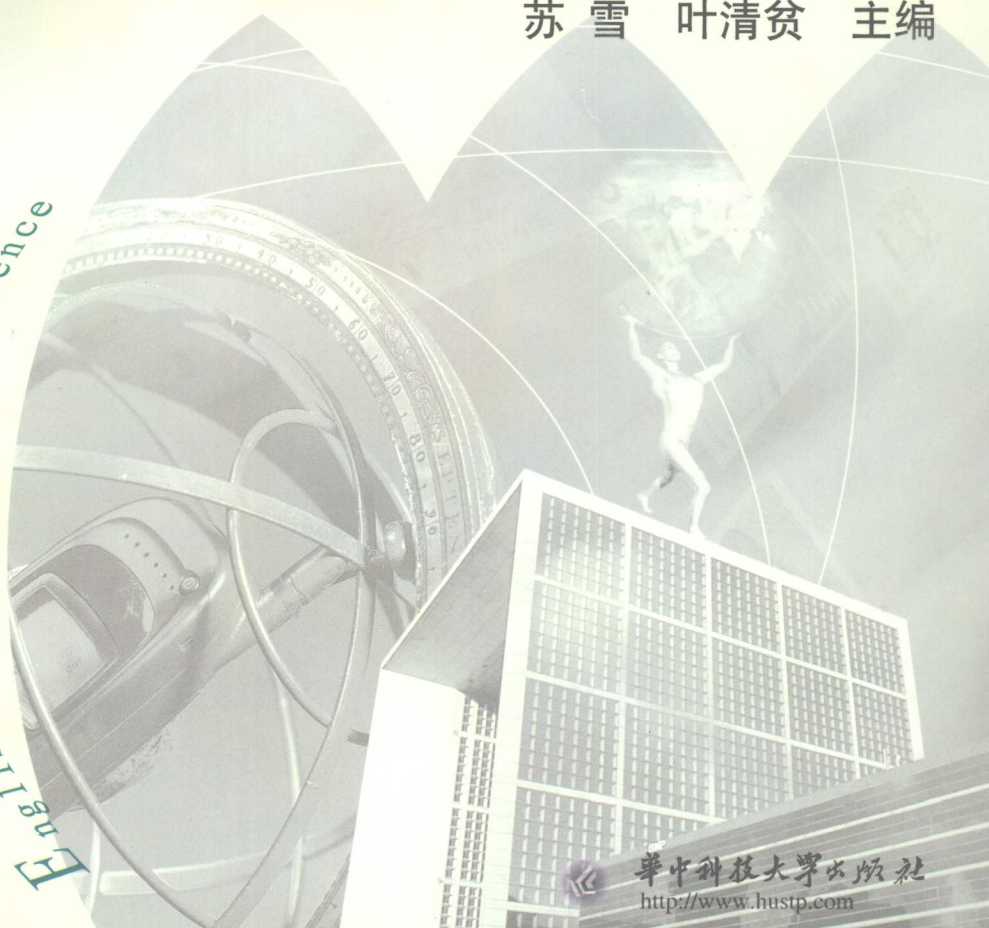
实用专业英语规划教材



# 物流专业英语

苏雪 叶清贫 主编

English for Logistics Science



华中科技大学出版社  
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# 物流专业英语

## English for Logistics Science

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## 内 容 简 介

本书介绍了物流专业的基础知识,包括运输管理、仓储管理、库存管理、包装管理、配送管理、国际物流、供应链管理、物流单证、物流供需调查、EDI 通信和电子商务等专业领域的内容。

本书紧密结合专业知识,力求做到结构严谨、内容新颖、知识面广;不仅考虑物流基本体系及常用操作,而且紧跟物流技术日新月异的变化,尽可能兼顾教材的实用性、广泛性和前瞻性。为了方便教学,本书配有电子备课包和免费教师用书,内容包括课后习题参考答案、课文及阅读材料参考译文,可供教师作为教学参考使用。

本书既可作为普通高等学校、高等职业技术学院物流管理和工商管理等专业的教材和参考用书,也可作为各类工商企业生产经营管理人员的参考用书。

# 前 言

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随着我国经济体制改革的深入、经济全球化的发展以及我国日益融入 WTO 体系,物流业作为现代服务经济的重要支柱和组成部分,被誉为“21 世纪最具发展潜力”的行业之一,并成为我国国民经济的重要产业和新的经济增长点。

近年来,由于各级政府和企业的重视,物流环境发生了巨大的变化。但我国的物流教育同物流发展相比,显然十分滞后。为了加快我国现代物流管理与技术人才的培养,造就一线物流技术操作和运作管理的实用型人才,我们组织编写了此教材。

根据普通高等学校、高等职业技术学院物流教学的特点,这套教材在注重系统性、科学性的基础上重点突出了实用性和操作性,重点讲述物流专业的基本概念和基本操作方法。按照由浅入深的教学原则,把教材的各部分内容分割成若干个模块,采取循序渐进的教学方法,力求通俗而不肤浅,深入而不玄奥。各部分都采用理论与实践相结合的方法,在课文中注重对每一个基础知识点的理论掌握,课后的阅读材料尽量采用举实例的方法讲述操作技术;对重点概念、重要的操作技能,力争讲深讲透。全书由 11 部分组成,每部分包括 3 篇课文和 1 篇阅读材料,主要是现代物流理论及管理各环节的基本概念与业务知识。本书内容全面、翔实,建议单篇课文用时 2~4 学时,教师可结合教学实际,对部分课堂教学内容自主选择使用。另外,书末的附录中含英语常用语法知识、物流缩略语、世界著名物流企业、单词表和模拟题等内容。

为了帮助读者提高科技文献的阅读能力和写作能力,我们对每篇课文中的语言难点进行了诠释(Notes 部分),对物流专业术语进行了解释,并配备了课后练习(Exercises 部分)。为方便教学,本书配备电子备课包和免费教师用书,书中包括习题解答、课文和阅读材料的参考译文。

本书由苏雪、叶清贫任主编,郑毛祥任主审。参与本书的其他编写人员有:牛红霞、饶坤罗、王江、许迅安、周芸、黄琴。参与本书编写的学校有:武汉铁路职业技术学院、郑州铁路职业技术学院、黄冈职业技术学院、咸宁职业技术学院、武汉船舶职业技术学院。同时,在此书的编写过程中,还得到华中科技大学出版社有关人员的大力支持和帮助,在此一并表示感谢。

本书既可作为普通高等学校、高等职业技术学院物流管理和工商管理等专业教材和参考用书,也可作为各类工商企业生产经营管理人员的参考用书。

因编者水平有限,书中错误在所难免。敬请读者批评指正。

编 者

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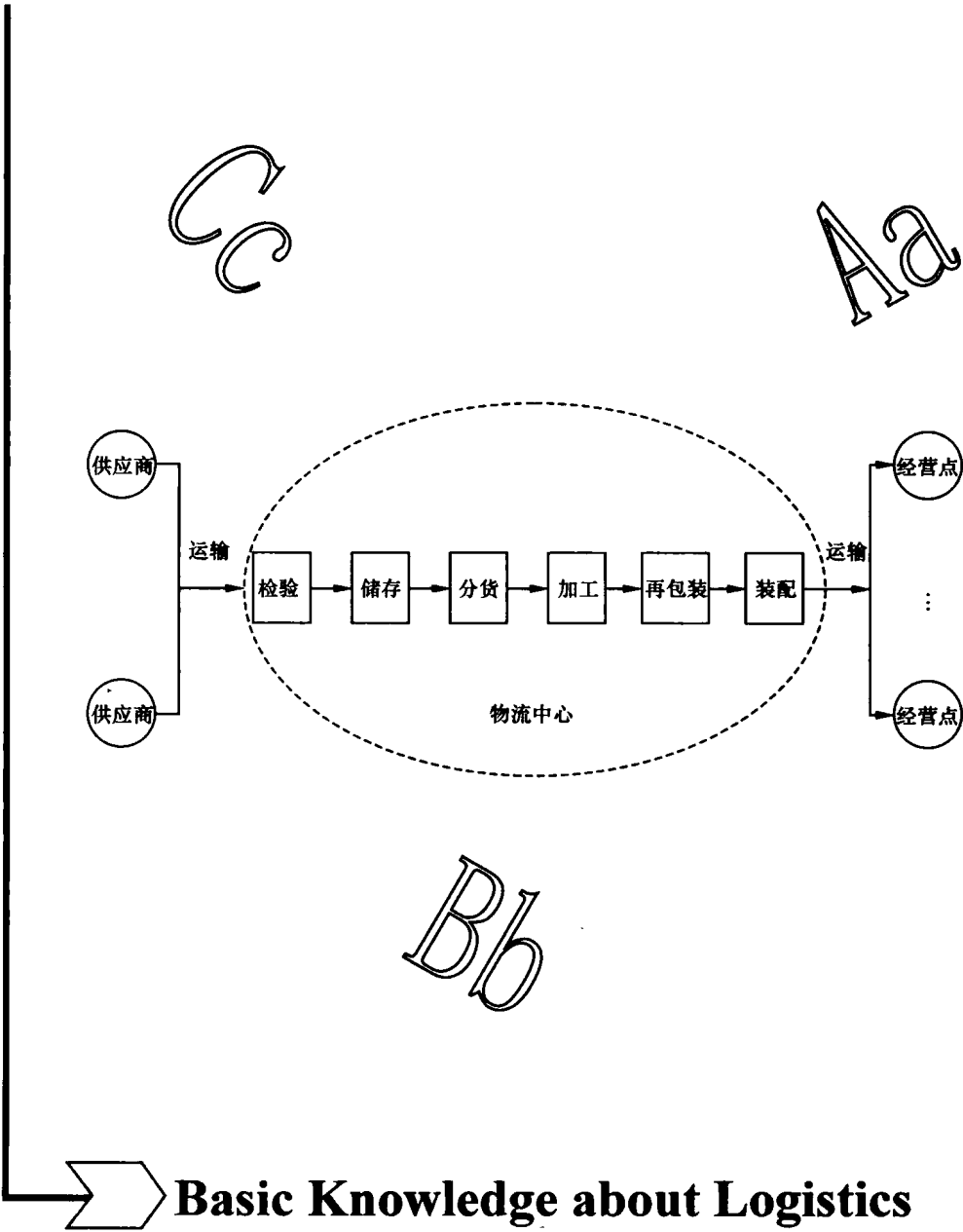
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# Part 1





## Text One

## What is Logistics?

Logistics is a term *employed* in manufacturing and *commerce* to describe the broad range of activities concerned with the *efficient* movement of finished products from the end of the production line to the consumer, and in some cases includes the movement of raw materials from the source of supply to the beginning of the production line. These activities include freight transportation, warehousing, materials handling, protective packaging, inventory control, plant and warehouse site selection, order processing, market forecasting, and customer service.

There are quite a few different definitions of logistics as listed below.

- By *business definition*, logistics is defined as a business planning *framework* for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.

- By *military definition*, it means the science of planning and carrying out the movement and maintenance of forces. Those aspects of *military operations* deal with the design and development, *acquisition*, storage, movement, distribution, maintenance, *evacuation* and *disposition* of material; movement, and *hospitalization* of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition of furnishing of services.

The *procurement*, maintenance, distribution, and replacement of personnel and material.

The branch of military operation that deals with the procurement, distribution, maintenance, and replacement of material and personnel; the management of the details of an operation.

- From *Council of Logistics Management*, it means the process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements.<sup>1</sup> Note that this definition includes *inbound*, *outbound*, internal, and external movements, and return of materials for environmental purposes.

- Canadian Association of Logistics Management defines logistics

employ[im'plɔɪ] vt. 使用  
commerce['kɒmə(:)s]

n. 商业

efficient[i'fɪʃənt]

adj. (直接)生效的, 有效率的

business definition

商业定义

framework['freimwɜ:k]

n. 构架, 框架, 结构

military definition 军事定义

military['militəri]

adj. 军事的, 军用的

acquisition[,ækwi'ziʃən]

n. 获得, 获得物

evacuation

[i,vækju'eɪʃən] n. 撤退

disposition[dispə'ziʃən]

n. 部署

hospitalization

[,hɒspɪtəlaɪ'zeɪʃən]

n. 医院收容, 住院治疗

procurement

[prə'kjuəmənt] n. 获得, 取得

Council of Logistics Management 物流管理委员会

inbound ['ɪnbəʊnd]

adj. 开往本地的, 归航的

outbound['aʊtbaʊnd]

adj. 开往外国的

as 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 requirements.

- The science of planning, organizing and managing activities that provide goods or services.

- Logistics is the science of planning and *implementing* the acquisition and use of the resources necessary to sustain the operation of a system.

It is also important to know the following terms.

- Business logistics The science of planning, design, and support of business operations of procurement, purchasing, inventory, warehousing, distribution, transportation, customer support, financial and human resources.

- Physical distribution The movement and storage of finished goods from the end of production to the customer.

- Logistics management Part of the Supply Chain Management process that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements.<sup>2</sup>

Several decades ago, business executives perceived a business entity as a heterogeneous unit with all departments narrowly specialized on performing their own tasks. In other words, each functional department operated autonomously.

However, old views went through a *drastic* amount of change within the last decades. Nowadays, all functional activities that take place within the organization are viewed as a total system, for they are considered closely interrelated, and this relationship has to be effectively managed if the organization is to succeed.<sup>3</sup>

Therefore, another definition of logistics could be *managerial* responsibility of organizing, controlling, directing, staffing, and *coordinating* product flow from the point of initial procurement to the point of ultimate consumption.

The primary purpose of logistics is to provide careful *deliverance* of goods and people from one point to another by air, land or sea.

The concept of logistics *dates back to antiquity*. Nevertheless, real interest toward the subject of logistics arose during World War II when large quantities of men and materials had to be rapidly *deployed* around the world.<sup>4</sup> Later on, in 1950s and 1960s the monetary and

*in-process* *adj.* 在进  
中的

*implement* [ 'implɪmənt ]  
*v.* 贯彻, 实现, 执行

*drastic* [ 'dræstɪk ] *adj.* 激  
烈的, (药性等) 猛烈的

*managerial*  
[ ,mænə'dʒɪəriəl ] *adj.* 管  
理的

*coordinate* [ kəu'ɔ:dɪnɪt ]  
*vt.* 调整, 整理

*deliverance* [ di'livərəns ]  
*n.* 释放, 意见, 判决

*date back to* 追溯到  
*antiquity* [ æn'tɪkwɪti ]

*n.* 古代, 古老  
*deploy* [ di'plɔɪ ] *v.* 展开,  
配置

strategic value of logistics expanded at a rapid rate.

Despite the fact that logistics exists in two forms (military and managerial), and both forms are very similar, it is very important to differentiate among the two of them. Military logistics is concerned with movement of goods and people. Managerial logistics concentrates primarily on finished products.

### Notes to the Text

1. ... the process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements.

**译文:**……是为了满足顾客需要而对原材料、半成品、成品及其相关信息从产地到消费地有效率、有效益的流动和存储进行计划、实施和控制的过程。

2. Logistics management is that part of the Supply Chain Management process that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements.

**译文:**物流管理是供应链管理的一部分,是为了满足顾客需要,而对产品、服务及其相关信息从产地到消费地有效率、有效益的前向和逆向流动和存储进行计划、实施和控制的过程。

3. Nowadays, all functional activities that take place within the organization are viewed as a total system, for they are considered closely interrelated, and this relationship has to be effectively managed if the organization is to succeed.

**译文:**现在,由于组织内部发生的所有职能活动具有紧密相关性,因而组织被看做是一个整体系统,职能关系必须有效管理,组织才能成功。

4. Nevertheless, real interest toward the subject of logistics arose during World War II when large quantities of men and materials had to be rapidly deployed around the world.

**译文:**然而,对物流学科的真正关注是始于大量人和物需在全世界快速转移的第二次世界大战期间。

### Exercises to the Text

#### I Decide whether each of the following statements is true or false according to the text.

1. Logistics is a term employed in manufacturing and commerce to describe the broad range of activities concerned with the efficient movement of finished products from the end of the production line to the consumer.
2. Logistics is defined as a business planning framework for the management of material, service, information and capital flows from a military point of view.
3. Physical distribution is the movement and storage of finished goods from the end of production to the customer.
4. Despite the fact that logistics exists in two forms (military and managerial), and both forms are very similar, it is very important to differentiate among the two of them.
5. The primary purpose of logistics is to provide careful deliverance of goods and people

from one point to another by air, land or sea.

II Choose from Column B an appropriate object for each of the words in Column A.

A	B
( ) The end of the production line	A. 物流管理委员会
( ) Effective forward and reverse flow	B. 加拿大物流管理协会
( ) Canadian Association of Logistics Management	C. 生产线终点
( ) Support of business operations of procurement	D. 市场预测
( ) Physical distribution	E. 从军队角度定义
( ) Market forecasting	F. 从商业角度定义
( ) The monetary and strategic value of logistics	G. 厂房和仓库选址
( ) Plant and warehouse site selection	H. 有效益的前向和逆向流动
( ) Council of Logistics Management	I. 物流的利润价值和战略价值
( ) Business definition	J. 企业采购支持
( ) Military definition	K. 实物分销

III Answer the following questions according to the text.

1. Please give a brief description of logistics.
2. Please give a brief definition from a business point of view.
3. Please give a military definition of logistics.
4. Please write out a brief definition from Council of Logistics Management point of view.
5. Please give a concise definition of logistics in your own words.

## Text Two

## Value-Added Functions of Logistics

After completing a commercial *transaction*, logistics will *execute* the *transfer* of goods from the supplier (seller) to the customer (buyer) in the most *cost-effective* manner. During the transfer process, hardware such as logistics facilities and equipment (logistics *carriers*) are needed, as well as information control and standardization. In addition, supports from the government and logistics association should be in place.

There are three major functions of logistics.

Creating time value: Same goods can be valued differently at different times. Goods often stop during the transfer process, which is professionally called the storage of logistics.<sup>1</sup> It creates the time value for goods.

Creating location value: Same goods can be valued differently at different locations. The value added during the transfer process is the location value of logistics.

*transaction*

[træn'zækʃən] *n.* 交易, 处理事务

*execute* ['eksikju:t]

*vt.* 执行, 实行, 完成

*transfer* [træns'fə:] *n.* 迁移, 转移

*cost-effective* *adj.* 有成本效益的, 划算的

*carrier* ['kæriə] *n.* 运送者, 承运人

Distribution processing value: Sometimes logistics create distribution processing value, which changes the length, thickness and packages of the goods. Like popular saying, "cutting into smaller parts" is the most commonly seen distribution processing within logistics create added value for goods.

Logistics can help improve a company's sales by adding value in a variety of ways. Specifically, providing means for ensuring that goods are prepared for sale properly and delivered quickly. This could involve specialized packaging, labeling, kitting, constructing floor ready pallets, shipment consolidations, pooling, and merge-in-transit programs, anything that gets products *downstream* faster.<sup>2</sup> Excellent customer service can differentiate a company in the *marketplace* and help that company win contracts.

Efficient logistics contributes to *added-value* in four major interrelated ways.

- Production. *Derived from* the improved efficiency of manufacturing with appropriate shipment size, packaging and limited inventory levels. Thus logistics contributes to the reduction of production costs by streamlining the supply chain.

- Location. Derived from taking better advantage of locations implying expanded markets and lower distribution costs.

- Time. Derived from having goods and services available when required along the supply chain with better inventory and transportation management, and the strategic location of goods and services.

- Control. Derived from controlling most, if not all, the stages along the supply chain. This enables better marketing and demand response, thus anticipating flows and allocating distribution resources accordingly.<sup>3</sup>

The main value-added logistics activities are:

- Receiving goods, breaking shipments, preparing for shipment, returning empty packaging;
- Simple storage, distribution, and order picking;
- Customizing and adapting to country-specific (or culture-specific) demands, adding parts and manuals;
- Assembly, repair, and reverse logistics;
- Quality control and testing of products;
- Installing and instruction;
- Product training on customer.

downstream

[ˈdaʊnstri:m] *adj.* 下游的

marketplace

[ˈmɑ:kitˈpleis] *n.* 集会场所, 市场, 商场

added-value *n.* 增值

derive from *v.* 得自, 由来, 衍生

## Notes to the Text

1. Goods often stop during the transfer process, which is professionally called the storage of logistics.

**译文:**在转移的过程中,商品可以停顿,这一过程通常被称为物流的储存。

2. This could involve specialized packaging, labeling, kitting, constructing floor ready pallets, shipment consolidations, pooling, and merge-in-transit programs, anything that gets products downstream faster.

**译文:**这将会涉及专业包装、标签、装箱,建立托盘联营,集中运输,整合和中途拼货程序,以及一切能使产品迅速向下游更快转移的方法。

3. This enables better marketing and demand response, thus anticipating flows and allocating distribution resources accordingly.

**译文:**这样能提高市场和需求响应,进而相应地进行物流预测和资源配置。

## Exercises to the Text

### I Fill in the blanks with right answer and translate the sentences into Chinese.

- A. Creating location value
- B. Distribution processing value, Creating time value, Creating location value
- C. a company's sales
- D. locations
- E. Creating time value

1. There are three major functions of logistics: \_\_\_\_.
2. \_\_\_\_: Same goods can be valued differently at different times. Goods often stop during the transfer process, which is professionally called the storage of logistics. It creates the time value for goods.
3. \_\_\_\_: The same goods can be valued differently at different locations. The value added during the transfer process is the location value of logistics.
4. Location: derived from taking better advantage of \_\_\_\_ implying expanded markets and lower distribution costs.
5. Logistics can help improve \_\_\_\_ by adding value in a variety of ways.

### II Choose from Column B an appropriate object for each of the words in Column A.

A	B
( ) Creating time value	A. 定制化及适应文化特性的需求
( ) Customizing and adapting to country-specific (or culture-specific) demands	B. 创造场所价值
( ) Value-Added Functions of Logistics	C. 创造时间价值
( ) Assembly, repair, and reverse logistics	D. 流通加工价值
( ) Quality control and testing of products	E. 物流的增值功能
( ) Product training on customer	F. 对顾客的产品培训
( ) Creating location value	G. 装配、修理和逆向物流
( ) Distribution processing value	H. 质量控制和产品的检测

### III Answer the following questions according to the text.

1. Please write out the three major functions of logistics.
2. What is the creating time value?
3. Please give a brief description of creating location value.
4. Efficient logistics contributes to added-value in four major interrelated ways. Please make a list of them.
5. Please write out the main value-added logistics activities.

## Text Three

## Development of Logistics Industry

In the recent decades, "logistics" has become a common business term with different interpretations. Originally, "logistics" is a military term since World War II, describing the distribution and transportation system on human and materials.<sup>1</sup> The term was being used later to *characterize* some business operations, such as goods transportation, consolidation, warehousing and inventory control. Here, "logistics" is defined as a process of transporting goods and services, and information from suppliers to consumers, so as to *fulfill* the demand of the latter. The logistics process may include planning, implementing and managing on goods and services, information flows and storages.

Logistics is a new commercial area, developing from the traditional stage to a modern one. There are some main differences between these two stages.

Modern logistics adopts containerization techniques. The goods transfer process starts with packaging, followed by transportation, storage and distribution. The whole process is operated under logistics standards. Based on the logistics base module of 600mm × 400mm, from the logistics module of 1 200mm × 1 000mm, and enlarge to the size of 2 591mm × 2 438mm—the size of high × wide of the container. It can be adjusted to the standard sizes of containers for trains, trucks and ships.

Information technologies are most important for modern logistics. Bar Code, POS (Point of sales), EDI (Electronic data interchange) and GPS (Global position system) dramatically improve the efficiency and accuracy of the logistics activities. Internet further assists the market development, operation and management of the logistics industry.

We will provide some reasons contributing to the prosperous

*characterize* [ˈkærɪktəraɪz] *vt.* 表现……的特色, 刻画……的性格

*fulfill* [fʊlˈfɪl] *vt.* 履行, 实现, 完成(计划等)

development of the logistics industry.

### Demand Pull: Customers Need

The ease of gaining immediate knowledge on products may influence consumer's behaviours. In the past, consumers spent time to *filter* through product information from advertisement on TV, newspaper or magazine and even *appraisal* from other customers.<sup>2</sup> Internet services and electronic media indeed change the products promotion practices nowadays. Consumers may simply stay at their home, distinguish the most price-effective product and the best services provider online, and make optimized purchasing choices immediately. They are *empowered* to request for the best quality services.

Also, the *demographic* environment changes the consumer behaviour. Modern society mainly consists of small-sized families, which are willing to spend money on goods but with a tense living pace. They request for effective, quick response sales services. This changing consumer demand *provokes* an evolution on the way of goods and services and information supply.

### Supply Push: Supply Chain and Business Process

In traditional supply chain management, manufacturers were the designers, producers, promoters, and distributors. The secondary parties would be suppliers, wholesalers and retailers, warehouse service providers and so on. Enterprises would focus on developing their products and promoting their brand names, instead of improving the logistics and distribution flows.<sup>3</sup> As every enterprise has their own logistics department, *overlapping* resources, huge operating and logistics costs lower the effectiveness of the supply chain as a whole.

The establishment of giant retail chain stores has *reshuffled* the partner dominance in modern supply chain. Market supply of those retail stores may *match* with the market demand accurately from analyzing the sales reports and customers' responses directly, applying appropriate inventory controls and pursuing competitive sales strategies.<sup>4</sup> The success on integration between sales and logistics management is confirmed in the supply chain strategies.

### Globalization

Geographical factor is no longer the limit of enterprise development. With the aid of openness of international trade market and technological *breakthrough*, multinational companies may synchronize their products and services information among their branches and partners all over the world. Also, medium-scale and small-scale

filter[ 'fɪltə ] *vt.* 过滤, 渗透, 用过滤法除去 *vi.* 滤过, 渗入, (消息等)走漏  
appraisal[ ə'preɪzəl ]

*n.* 评价, 估价(尤指估价财产,以便征税), 鉴定

empower[ ɪm'paʊə ] *v.* 授权, 使能够

demographic

[ ,demə'græfɪk ] *adj.* 人口的, 人口统计的

provoke[ prə'vəʊk ]

*vt.* 惹起, 驱使

overlap[ 'əʊvə'læp ]

*v.* 交叠, 在这里引申为浪费

reshuffle[ 'rɪʃʌfl ]

*v.* 改组

match[ mætʃ ] *v.* 相配, 相称, 比赛, 匹配

breakthrough

[ 'breɪk'tʃu: ] *n.* 突破



enterprises may enter to the *borderless* market because of the Internet as well. To facilitate physical flows according to information flows, capability to handle effective logistics management would be the competitive edge of enterprises.

### New Web Technology

New technology breakthrough promotes information transparency within industry and among industries. The availability of data and information demands the same for logistics services. With efficient processing of information, partners that are more e-ready will *dominate* the market, and competitions will *no doubt* be *sharpened* by the use of IT. The logistics industry that is characterized by intense information exchange will unavoidably be affected by the widespread shift to Web technology.

*borderless* *adj.* 无边界的, 无国界的

*dominate* [ˈdɒmineɪt]

*v.* 支配, 占优势

*no doubt* 无疑地

*sharpen* [ˈʃɑ:pən] *v.* 削尖, 磨快, 尖锐

## Notes to the Text

1. Originally, “logistics” is a military term since World War II, describing the distribution and transportation system on human and materials.

**译文:**最初,“物流”一词是第二次世界大战中的军事术语,用来描述人和物的分销运输。

2. In the past, consumers spent time to filter through product information from advertisement on TV, newspaper or magazine and even appraisal from other customers.

**译文:**过去,顾客需要花大量的时间从电视、报纸或杂志,甚至是从其他顾客的评价来过滤产品信息。

3. Enterprises would focus on developing their products and promoting their brand names, instead of improving the logistics and distribution flows.

**译文:**企业把重点放在发展产品及提升品牌上,而不是改善物流和商流。

4. Market supply of those retail stores may match with the market demand accurately from analyzing the sales reports and customers' responses directly, applying appropriate inventory controls and pursuing competitive sales strategies.

**译文:**这些零售商店的市场供应商通过直接分析销售报告和顾客的反应,采用合理的库存控制和具有竞争力的市场战略来准确满足市场需求。

## Exercises to the Text

### I Decide whether each of the following statements is true or false according to the text.

1. Originally, “logistics” is a military term since World War II, describing the distribution and transportation system on human and materials.
2. Logistics is a new commercial area, developing from the traditional stage to a modern one. There are some main differences between these two stages. Modern logistics adopts containerization techniques. Information technologies are most important for modern logistics.
3. Demand pull, supply push, globalization, new web technology are reasons contributing to the prosperous development of the logistics industry.