

物流英语

LOGISTICS ENGLISH

物流产业的国际性要求物流管理专业的学生有物流专业英语的阅读、翻译、写作以及对话能力,只有这样,才能顺应全球经济一体化和我国改革开放对于复合型物流人才的需要。本教材正是为适应这种形势的需要而编写的。本教材以经营的眼光来看待物流产业的不同领域,在很大程度上反映了物流产业的最新发展。最新物流领域发展动向和材料的编入使得本教材成为具有综合性、前沿性的大中专物流英文教材。它不仅着重于物流市场营销和物流工程的内容,还综合了物流的各种功能和供应链管理的部分内容。

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序

现代物流管理作为一个新兴产业正在中国崛起,其中有许多艰难,也有许多创造和欣喜。在这一过程中,上海港的货物吞吐量在 2005 年已跃居全球第一,集装箱吞吐量也进入世界排名前三位。洋山港的建设和运营也正按照计划有条不紊地进行着。2005 年上海浦东国际机场货邮吞吐量也已进入世界前十位。为适应上海及长江三角洲地区经济发展对航空货运的需求,上海市适时启动了浦东机场扩建和虹桥机场改建的工程,为 2015 年上海机场货邮吞吐量进入世界前列做好准备。

在这种形势下,上海市、长江三角洲地区乃至全国各大中型城市对于物流人才的需求也迅速扩张。各地的高职高专院校纷纷建立了物流管理专业,以应对这一市场需求。为满足学生学习过程中对于教材及参考书的大量需求,美国启明研究院和东方国际物流(集团)有限公司联手,在华东师范大学出版社的鼎力支持下,组织上海有关高校、高职院校、跨国公司内的学者和专家联合编写了这套“高职高专现代物流管理系列教材”。该套教材以美国物流教材为母版,结合我国的实际情况,在内容上和体例上都与目前国内出版的相关

物流教材有所差别,内容上更具系统性,体例上更具灵活性和操作性,以适合高职高专学生使用。

现代物流管理是在供应链管理条件下对物资流动的服务管理模式,它以运输、仓储、配送、装卸、搬运、包装、信息服务为基础手段,融入企业战略、市场营销、运营管理、会计成本核算、项目管理、技术经济,以及相关法学等多门学科的精华。物流行业要求员工具有广泛的知识面、宽广的视野、扎实的工程基础和灵活的市场头脑。

本套教材基于高职高专学生的特点和对现代物流管理的认识进行编排和撰写。教材具有五大特点:

1. 要点突出,内容简明。本系列教材力求将现代物流有关的新概念、新知识以简洁明了的方式表现出来,方便学生和相关读者学习。

2. 注重实务,操作性强。本系列教材从企业业务层面讨论物流理念的应用,介绍先进企业的具体做法,力求使内容切合企业的实际操作。

3. 概念清晰,案例新颖。本系列教材尽量采用标准术语,对业内常用的非标术语进行归类解释,尽量采用物流行业最新案例,结合最新政策,体现规范性和前瞻性。

4. 内外结合,高国际化。本系列教材在编写过程中,参考了国外教材,结合国内外物流企业案例,力求反映国际上最先进的物流理念和操作方法。

5. 学历认证,两者兼顾。本系列教材所采用的参考资料大多数为美国启明研究院认可。因此采用本系列教材学习的学生,通过考试以后,可以在参加“全球物流专员”认证的

同时,通过相应模块的考核。

最后,祝愿本套系列教材伴随全体学员和中国物流业共同成长。

杨 帆

前 言

当今世界,由于互联网和电子商务的广泛使用、供应链管理的迅速发展、计算机和信息科技的爆炸式增长以及对产品质量和客户满意度的持续追求,世界范围内的商业领域已经发生了显著的变化,一体化趋势明显。即使是非全球性的商业往来,也广泛存在着区域经济合作,例如北美自由贸易区、欧盟和东盟等。在此过程中,物流产业是不可或缺的。物流产业是一项极具规模效益的产业,涉及土地、劳动力、资本和信息科技等,对世界人民生活水平的提高有着深刻的影响。

物流产业的国际性要求物流管理的学生有物流专业英语的阅读、翻译、写作以及对话能力,只有这样,才能顺应全球经济一体化和我国改革开放对于复合型物流人才的需要。本教材正是为适应这种形势的需要而编写的。本教材以经营的眼光来看待物流产业的不同领域,在很大程度上反映了物流产业的最新发展。最新物流领域动向和资料的编入使得本教材成为具有综合性、前沿性的大中专物流英文教材。它不仅着重于物流市场营销和物流工程的内容,还综合了物流的各种功能和供应链管理的部分内容。

本教材体系明确,分 18 课,每篇课文均来自于物流业相对发达的欧美国家的最新研究资料,涵盖了物流专业最新的研究成果,力求精练,克服了以往有些教材内容过于繁杂的缺点,利于同学结合所学物流知识进行思考和讨论。每篇课文之后均设有:Words and Expressions、Notes 和 Exercises。

Words and Expressions 部分,用于列出新词、难词;

Notes 部分,重点对复杂句型、长句或者相关行业背景予以说明,以便于理解;

Exercises 部分,主要加深学生对课文的理解,并考查学生对课文主要词汇特别是专业词汇的理解和运用,培养学生物流专业英语的口语及书面表达能力。

使用本教材的主讲教师,可根据教学课时的安排和学生接受能力的实际情况灵活使用,但应督促学生将教材看成一个整体来学习,使其了解当今物流产业的最新发展。

参加本教材编写的人员有:顾丽亚、相雷、朱玉华、浦丽娜。

本教材的编写从内容到形式都有不少新的尝试,由于时间仓促,加之编者水平所限,不妥之处,敬请广大读者批评指正。

编 者

2008 年 5 月

Lesson One

The Report of China's Logistics

During the 10th Five-Year Plan period, China's **logistics** industry witnessed rapid growth. According to the **statistics** of National Development and Reform Commission, National Bureau of Statistics of China and China Logistics and Purchasing Association, the total amount of social logistics reached RMB 158.7 trillion, increasing 1.4 times compared with that of the 9th Five-Year Plan period, with an average annual growth of 23% , which is much higher than the GDP growth rate of 9.5% . The ratio of the total amount of social logistics against GDP dropped from 19.4% in 2000 to 18.6% in 2005. In 2005, the amount of China's logistics exceeded RMB 1.2 trillion, with an increase of 12.7% , and took 16.6% of the added values of servicing industry.

As investment in logistics **infrastructure** is increasing in China, and logistics technique and equipment is enhancing, the logistics industry is booming. Pearl River Delta, Yangtze River Delta, Bohai Sea Rim Economic Zone and Northeast China are strengthening the **consociation** and coordination, constructing the vast environment for the development of logistics industry. The rapid development of chain sales, auto, steel, medicine, and coal industry, arouses the development of related industries.

1) With an enlarging scale and rapid growth speed, China's modern logistics is enhancing its operating efficiency, performing more obvious functions in supporting and promoting economic development.

In recent years, China's logistics market is opening up to the outside

world. Logistics enterprises are reorganized and integrated into the competitive environment. It is more and more obvious that state-owned, private-owned and foreign-funded enterprises are surviving and **thriving** in the competitive markets. According to the commitments of Chinese Government when entering WTO, China would open up the market of logistics industry since December 11, 2005. The year of 2006 is the first year of China's 11th Five-Year Plan, and is also the first year when logistics is opened up completely. China's economic developing **strategies** are becoming **explicit**, and related policies are being carried out gradually, which will have **profound** influence on the logistics industry.

Integrated with traffic and transportation, storage and delivery, logistics industry realizes low cost and high benefit in enterprises and society. Therefore, logistics industry, together with Internet industry, is looked on as the important content of "New Economy", and it is widely known as the third profit source and gold mine of the market. It is forecasted that during the 11th Five-Year Plan period, China's logistics industry will keep an annual growth of 20%. From the year of 2006 to 2010, the basic frame and main functions of China's southern international logistics center will come into being. The proportion of logistics cost in GDP will decrease more than 3%. The third party logistics will share up to 23% in the logistics market.

With the increasing demand of logistics, the logistics service for enterprises will change from the low value **fundamental** services to high value added services. Logistics infrastructure, integrated logistics, traffic and transportation, and delivery services provide huge investment opportunities. (), the related risks must be put into account, and it should be **cautious** when choosing investment projects.

The **statistics** of this report are from China Logistics and Purchasing Association, China Logistics Association, China Storage Association, National Bureau of Statistics of China, National Development and Reform Commission, China Social Economic Research Center, and National Economic Prosperity Monitor Center etc. 2) Through qualitative and

quantitative research, this report provides complete and profound analyses and forecast of China's logistics industry, and offers a reliable reference data for related logistics enterprises and investment organizations to understand the industry's status and development trends. At last, it also provides some strategic suggestions for the development of China's logistics industry.

Words and Expressions

logistics /lə'dʒɪstɪks/ *n.* 物流,后勤学 logistics department 物流部

statistics /stə'tɪstɪks/ *n.* 统计,统计数字,统计学

infrastructure /'ɪnfə'strʌktʃə/ *n.* 下部构造,下部组织,基础结构,基础设施

consociation /kən,səʊʃɪ'eɪʃən/ *n.* 联合,合作,联盟

thrive /θraɪv/ *v.* 兴旺,繁荣,茁壮成长,旺盛

strategy /'strætɪdʒɪ/ *n.* 战略,策略

explicit /ɪks'plɪsɪt/ *a.* 明确的,详述的,明晰的,外在的

profound /prə'faʊnd/ *a.* 极深的,深奥的,深厚的

fundamental /fʌndə'mentəl/ *a.* 基本的,根本的 *n.* 基本原理

cautious /'kɔ:ʃəs/ *a.* 十分小心的,谨慎的

Notes

* logistics department 物流部。

* infrastructure 中、高级口译中的常见词汇。例句与用法：

1. Our city offers overseas investors fair service for production aside from infrastructure.

除了基础设施外,我市还向海外投资者提供良好的生产服务。

- * consociation 同义词为 alliance。
- * explicit 词形变化: 副词为 explicitly, 名词为 explicitness, 反义词为 implicit(含蓄的)。
- * profound 通常作定语, 后常见 knowledge, influence, interest, change 等。
- * qualitative and quantitative research 定性定量研究。

Exercises

I. Comprehension of the text (multiple choice) :

- 1) According to Para. 2, which district in China is not the major zone for the development of logistics industry?

A. Shanghai.	B. Heilongjiang.
C. Yunnan.	D. Shenzhen.

- 2) The word “integrate” (Para. 3, Line 2) can NOT be replaced by?

A. Merge.	B. Unify.
C. Integrity.	D. Incorporate.

- 3) Which of the following statements is consistent with the text?
 - A. The total amount of social logistics increased rapidly during the 10th Five-Year Plan period.
 - B. Because more and more investment is put in high technology, the logistics industry is booming.
 - C. By 2010, the basic frame and main functions of China’s southern international logistics center will take shape.
 - D. The third party logistics will share up to about one-fourth in the logistics market.

- 4) Among the following words, which one can be the best to fill in the bracket in Para. 5?

- A. However.
- B. Therefore.
- C. Meanwhile.
- D. What's more.

- 5) What is the main idea of this text?
- A. Fast growth of logistics in China.
 - B. How to accelerate logistics development in China.
 - C. Logistics industry.
 - D. The introduction to China's logistics.

II. Answer the following questions :

- 1) Can you use as few words as possible to summarize the first paragraph?
- 2) According to the text, why does logistics become more and more important in China?
- 3) What is the principle of logistics industry mentioned in Para. 4?
- 4) What do we learn from the statistics of this report?

III. Discuss the following topics :

- 1) Is there any negative influence brought by high-speed development of logistics industry?
- 2) Suppose you are the administrator of the relevant department in China, which measures will you take to enhance our logistics development?

IV. Translate the underlined sentences in the text into Chinese :

- 1) With an enlarging scale and rapid growth speed, China's modern logistics is enhancing its operating efficiency, performing more obvious functions in supporting and promoting economic development.
- 2) Through qualitative and quantitative research, this report provides complete and profound analyses and forecast of China's logistics industry, and offers a reliable reference data for related logistics enterprises and investment organizations to understand the industry's status and development trends.

Lesson Two

The Five Core Disciplines of Strategic Supply Chain Management

Savvy supply chain executives have recently started to focus on the enormous benefits — to both the bottom and the top line — that a well-managed supply chain can provide. As a result, supply chain management has **emerged** as a core management discipline. With her finger on the pulse of the supply chain sector, Shoshanah Cohen, lead director of supply chain **innovation** at PRTM Management Consultants, along with Mark Newberry, senior vice president of logistics at Elizabeth Arden Inc. , presented the five core disciplines that make up a strategic supply chain management strategy.

The **session** introduces the concepts covered in Cohen's book, *Strategic Supply Chain Management: The Five Disciplines for Top Performance*, giving attendees an overview of each of the disciplines, as well as tips and tools for overcoming the challenges that come up when companies try to master them. In the session, real-life vignettes from companies like Elizabeth Arden provided examples of how today's companies are defining and building core competencies needed to prosper in the current business environment.

Cohen first discussed the “new expectations” of supply chain strategy, using graphics to **illustrate** the ways in which operational strategy advances a company's overall business strategy. And while more executives are beginning to understand the important role that the supply chain plays in that strategy, “few are asking enough of it,” says Cohen. “We really need to delve deeper into the concept of supply chain strategy and look at how

expectations are changing. ”

So what are the five **core** disciplines of strategic supply chain management?
According to Cohen, they are:

- Viewing the supply chain as a strategic asset;
- Developing an end-to-end process architecture;
- Designing an organization for performance;
- Building the right collaborative model;
- Using metrics to drive business success.

Cohen walked attendees through all five disciplines, noting that the best approach involves building a supply chain that fits with an overall business strategy that can, in turn, set the firm's overall direction. She used fashion manufacturer Zara as an example of how one company turned clothing into a perishable **commodity** and increased **inventory** turns and raised profits as a result. “The company constantly collects information about what customers are buying and what they want,” says Cohen. “Then 1) it manufactures in small, frequent batches that allow it to stop production when something doesn't sell, thus eliminating stagnant inventory and the need to discount merchandise.”

In the end, Cohen says **collaboration** between all facets of the supply chain goes a long way in establishing excellence within it. 2) “It's a big management change issue that requires companies to ask their external partners to do things in a new way,” says Cohen, “but this type of collaborative partnering leads to supply chain excellence.”

Words and Expressions

emerge /ɪ'mə:dʒ/ v. 浮现,(由某种状态)脱出,(事实)显现出来

innovation /ˌɪnəʊ'veɪʃən/ n. 创新,革新

session /'seʃən/ n. 会议,开庭期,市盘

illustrate /'ɪləstreɪt/ v. 举例说明,作图解

core /kɔ:/ n. 果心,核心,要点 vt. 挖去(水果的)果心

commodity /kə'mɒdɪtɪ/ n. 商品,日用品

inventory /'ɪnvəntəri/ n. 详细目录,存货清单,库存 vt. 为……开列存货清单

collaboration /kə'læbə'reɪʃən/ n. 合作,通敌

stagnant /'stægnənt/ a. 不流动的,不景气的

Notes

* innovation n. :形容词为 innovational。

* illustrate 例句与用法

1. Our textbook is very well illustrated.

我们的课本插图丰富。

2. He pointed at the diagram to illustrate his point.

他指着图表来说明他的论点。

* core 可联想到:hardcore 顽固不化的,死硬的。

* commodity 同义词为 goods, merchandise。

* inventory 例句与用法:

1. Hedge can help them offset inventory loss when commodity prices fall.

保持措施能够帮助他们在商品价格下跌时抵补存货价跌的损失。

2. Some stores inventory their stock once a month.

有些商店每月盘货一次。

3. I regret not completing the inventory on time.

我很遗憾没有按时填好库存单。

* stagnant 例句与用法:

1. Due to low investment, our industrial output has remained stagnant.

由于投资少,我们的工业生产一直停滞不前。

2. Business was stagnant last month.

上个月生意萧条。

Exercises

1. Comprehension of the text (multiple choice):

- 1) Why does supply chain management emerge as a core management discipline?
 - A. Savvy supply chain executives have started to focus on the enormous benefits to two extremes.
 - B. Collaboration between all facets of the supply chain goes a long way.
 - C. Few are asking enough of supply chain.
 - D. Elizabeth Arden provided examples of how today's companies are defining and building core competencies.
- 2) Who presented the five core disciplines?
 - A. Shoshanah Cohen.
 - B. Mark Newberry.
 - C. Elizabeth Arden.
 - D. Both A and B.
- 3) What can we NOT learn from Cohen's book?
 - A. The concepts of the five core disciplines.
 - B. The main idea of each discipline.
 - C. The birth of the five core disciplines.
 - D. How to overcome the challenges that companies are faced with.
- 4) What is the meaning of "facet" used in the last paragraph by Cohen?
 - A. Factor.
 - B. Element.
 - C. Procedure.
 - D. Aspect.
- 5) The "big change management issue" in the last paragraph refers to _____.
 - A. how to make fully use of the five core disciplines