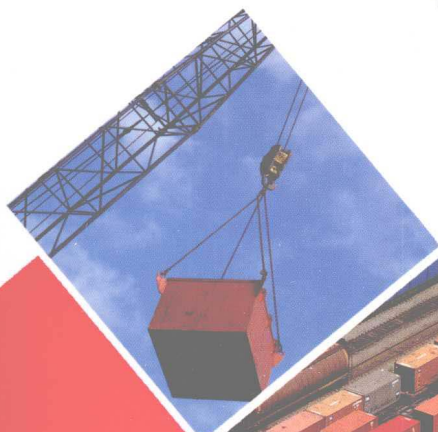


实用职业英语系列丛书
PRACTICAL ENGLISH FOR GRADUATES

LOGISTICS ENGLISH

物流 英语

胡志勇 主编



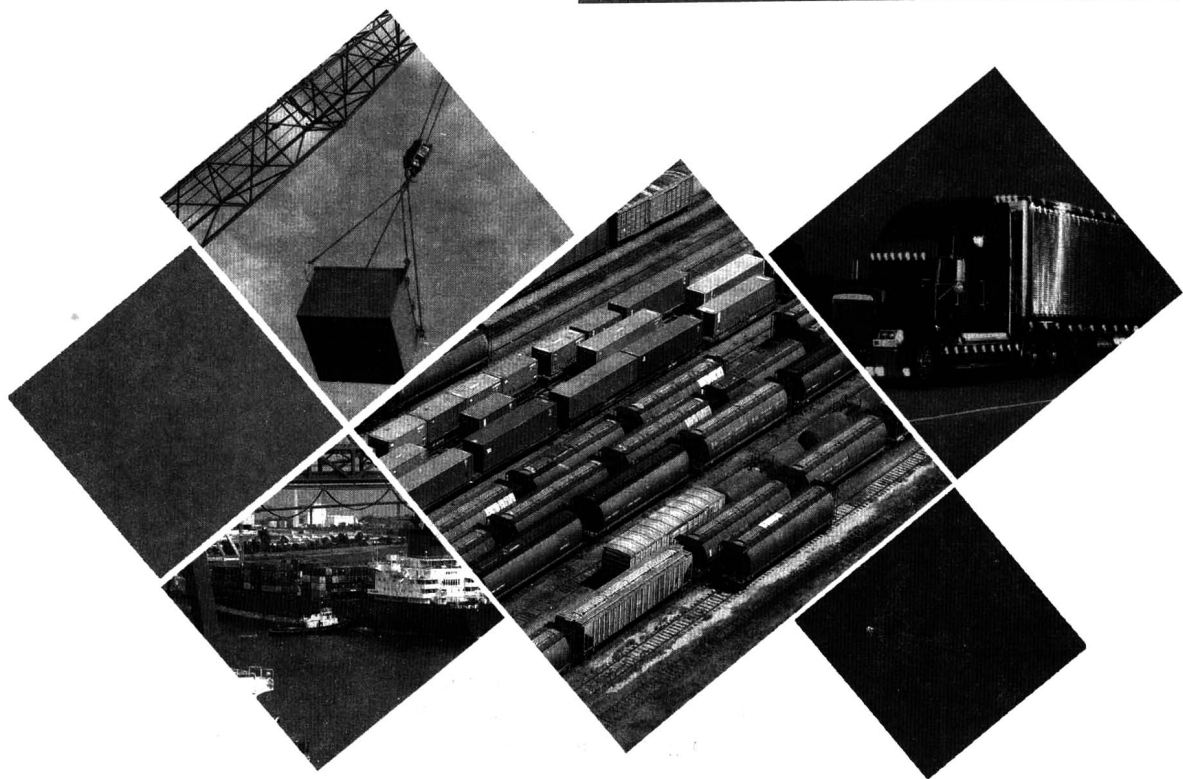
上海科学技术文献出版社

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图书在版编目(CIP)数据

物流英语 / 胡志勇主编. — 上海: 上海科学技术文献出版社, 2009.1

(实用职业英语丛书)

ISBN 978 - 7 - 5439 - 3753 - 6

I. 物… II. 胡… III. 物流 - 英语 - 自学参考资料
IV. H31

中国版本图书馆 CIP 数据核字 (2008) 第 180932 号

责任编辑: 何兰林

封面设计: 何永平

物 流 英 语

胡志勇 主编

★

上海科学技术文献出版社出版发行

(上海市长乐路 746 号 邮政编码 200040)

全国新华书店经销

上海教育学院印刷厂印刷

★

开本 787×1092 1/16 印张 17.5 字数 425 000

2009 年 1 月第 1 版 2009 年 1 月第 1 次印刷

ISBN 978 - 7 - 5439 - 3753 - 6

定价: 25.00 元

<http://www.sstlp.com>

《实用职业英语》丛书编委会

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序

Introduction

为了给刚走出校门的大学毕业生提供一种实用、专业的符合本行业特点的英语教材,在国内相关院校的支持下,经过各位编委的共同努力,我们专门编撰了这套《实用职业英语》系列丛书。它是相关专业的职前培训推荐教材,本套丛书的主旨是为他们走上工作岗位提供一套专业性强、相对较为实用的职前培训教材,通过对本套丛书的学习,有利于已经具备一定专业基础的人员在较短时间内迅速掌握本专业的英语本领,为其早日顺利地开展对外业务打下扎实的英语基本功。本套丛书第一批暂出六个分册,分别是:会展、物流、新闻、外贸、金融、法律。第二批和第三批将陆续推出,以满足不同专业读者的需要。

本套丛书具有以下几个特点:

一、实用。本套丛书以实际应用为宗旨,简化语法点,系统介绍本专业相关的背景知识,所选的材料以提高读者的实际运用英语水平为目标,以大量的案例、票据等材料为基础编写,每册分为 15—18 个 Unit,每个 Unit 又分为: Text、Notes、Background、Study 四个部分;

二、职业性强。本套丛书所编选的材料新、专业性强;

三、针对性强。本套丛书的课文专门按专业来编写,以讲解分析专业英语为主,突出解析本学科的重点、难点、疑点问题; Question 和 Dialogue 紧扣 Text,针对性强;图文并茂;所编选的材料注重时效性、科学性和客观性。

本套丛书由胡志勇同志提出编写思想、设计编写思路、制定详尽的编写体系,并具体指导和领导了各分册的编写工作。在编写过程中,得到了复旦大学、上海交通大学、上海外国语大学、华东师范大学、同济大学、上海财经大学等院校和上海科学技术文献出版社的支持和帮助。

参加本套丛书编写的人员大多是上海地区高校从事外语教学工作多年的优秀骨干,教学经验丰富,但限于时间和水平有限,书中难免还有不妥之处,敬请英语界专家同仁和广大读者批评指正。

《实用职业英语》系列丛书编委会

2008 年 3 月

前言

Preface

今日物流已经逐渐成为世界经济大潮的潮头,“Logistics”表达了一种合乎逻辑的物质运动方式,而按照事物本身的原则运行是最“经济的”回路。物流的繁荣兴盛反映了世界经济一体化的必然趋势,是对经济系统的自觉整合。物流业越来越广阔的发展前景和不断涌现的新生生机,尤其是在国民经济中的重要性日益增加,都极大激发了人们学习和研究物流的兴趣,具体的物流实务更是迫切需要大量合格物流管理人才应运而生。

本册主要面向具有英语四级和四级以上水平的大学毕业生,是作为一本了解物流基本知识的入门参考,属于初级读物,不限专业。这也与物流的开放性实质相一致,物流业具有跨科学特性,物流业的发展潜力也在于多学科的合作,在物流系统涉及的运输、存储、采购、库存、加工、包装、管理、信息交流等内容在内的整个供应链条上,可以说是环环紧扣,需要各方面专业人才的加入。在自己学习的专业基础上,初步掌握一定的物流基本知识,由此将自身专业所长应用于物流实践中,对于有志成为物流业的其他专业人员来说,是实现了专业与职业选择的双赢,也是实现了物流业的长足发展与从业人员职业绩效预期的双赢。

本册在选材上侧重物流基本知识的介绍,包括一般性的物流内涵,物流的新近发展,运输、搬运、仓储、库存、包装、单证等物流实务,以及以因特网为媒介的物流的特殊形式——电子商务。

本册是集体合作的结晶,本册主编为史砚湄,副主编为陈东勇。参加编写的还有廖明华、蒋圣斐、徐目坤等同志。此外,为了反映物流的飞速发展,本书充分借鉴了国内外的前沿理论和实践资料以及国际著名物流企业的操作实务,限于篇幅,不一一列出,这里对相关专家一并致以衷心感谢。鉴于编者水平有限,书中不可避免存在这样那样的不足,敬请读者指正。

《实用职业英语》系列丛书编委会

2008年3月

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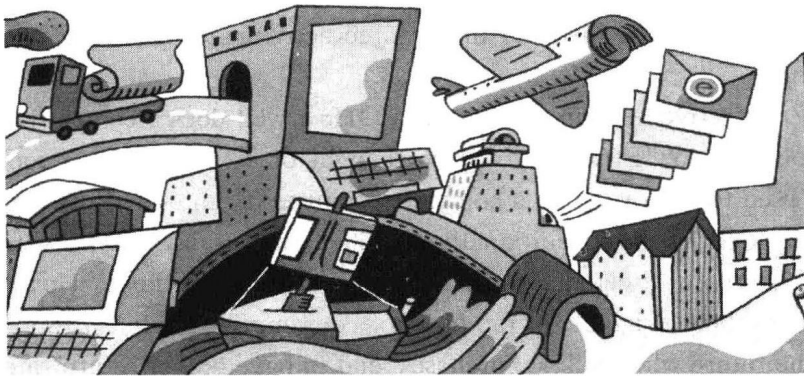
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Unit 1

Overview of Logistics

Text



Logistics is not a newborn baby. Logistics has been associated with the military originally. It is said that Alexander, the Great king of Macedon, developed a logistics system to support his army, and conquered many civilized countries, such as Greece, Egypt, Asia Minor, Western India. The latter common lived off the land as their troops progressed, obviously high fighting capacity was one of the Romans' superiority to win those armies. Now it is turning into a source of sustainable competitive advantage in the world economy.

What Logistics is

There are many terms referred to logistics, such as logistics, business logistics, logistics management, distribution, physical distribution, industrial distribution, supply chain management, and so on. Their common meanings is associated with managing the flows of goods and information from a point of origin to a point of consumption systematically. Actually it is a process of moving benefits. These benefits are often in the form of a tangible product for the user, or those intangible benefits known as services. The term of benefits includes issues on timing, quantity, location and cost. So the basic meaning of 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 the customers, at the time and place the customer requires them, on the basis the buyer is willing to accept.

Now we adopt the current concept defined by the Council of Logistics Management (CLM), one of the world's most prominent organizations for logistics professionals. According to the CLM, "Logistics is that part of the supply chain 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." The definition includes the following details:

- Firstly, logistics is part of the supply chain process, i.e., logistics can impact how well or how poorly an individual firm can achieve goals and objectives.
- Secondly, logistics is involved in all three activities — planning, implementing, and controlling.
- Thirdly, effectiveness can be thought as "How well does a company do what they say they're going to do?" Efficiency can be thought of as how well or poorly company resources are used to achieve what a company promises it can do.
- Finally, logistics has traditionally attached importance to forward flows and storage (that is, those directed toward the point of consumption). However, reverse logistics (that is, those originate at the point of consumption) is likely to gain additional attention in the future when online purchases tend to have higher return rates than other types of purchases.

Features of the Logistics Network

A logistics system consists of many different functional portions, such as order processing, procurement, warehouses, distribution, transportation, inventory, loading and unloading, materials handling, carrying, packaging, processing, logistics information and retail outlets as well as raw materials, work-in-process inventory, and finished products that flow between the facilities. Some of which are described briefly below:

- Order processing refers to the exchange of requirements information between buyer and sellers involved in product distribution. It is of primary importance in many aspects of information that are critical to logistics operations. Customer requirements are commonly transmitted in the form of orders. The processing of these orders involves all aspects, for example, initial order, receipt, delivery, invoicing, and collection. The logistics latent capacity of a business lies in its order processing competency. Information technology has radically changed the traditional process of order.
- Procurement is concerned with the buying of goods and services that keep the

business functioning. It deals with the information critical to complete purchase order preparation, modification, and release when ensuring overall supplier compliance. This activity is vital to the total success of the logistics effort, for procurement has direct impact on both the cost and quality of the final product/service offered to the buyer. Similar to informations involved in order processing, those related to procurement serve to facilitate operations that link a firm with its customers and suppliers.

- Distribution focuses on facilitating and coordinating work within logistics facilities. The key to distribution is to store and handle specific inventory as little as possible while still meeting buyers order requirements.

- Transportation is the operational area of logistics that geographically exchanges and positions deposit. It deals with the physical movement of products from the original point to the consumption point. Transportation has assumed a more important role in the logistics systems.

- Inventory includes storage and materials handling. The former encompasses the tasks necessary to manage whatever space is wanted; the latter is connected with the delivery of products within that space. Its basic goal is to obtain maximum inventory turn and satisfy service commitments at the same time.

- Packaging aims at protecting the goods when they are being transported or stored. Only when the single items are packaged together into shipping cartons or other unit loads, they are most efficiently handled. We'll introduce these aspects in the following chapters later.

Economic Impacts of Logistics

Logistics is seen as the link between the marketplace and the operating activity of the business, or the process of transferring benefits from production point to the customers. Logistics' centre is to satisfy the customer, its scope spans the organization, from the management of raw materials to the delivery of the final product; suppliers — procurement — operations — distribution — customers. Since approximately 1980, rapid changes have taken place in the logistics field. As an important component in a country's economy, logistics tends to play a significant economic role definitely. All around the world, 24 hours of each day, 7 days a week, through 52 weeks a year, logistics is dealing with products and services where they are wanted at the precise time desired. It is through the logistics process that materials flow into the manufacturing place and products are distributed to clients.

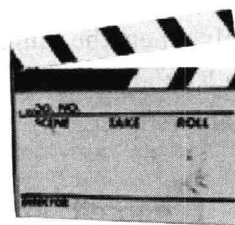
The recent development in global commerce and introduction of e-commerce have expanded the size and complexity of logistical operations. Today, logistics has huge impacts on a nation's economic growth and development. In the United States, the annual expenditure to perform logistics was approximately 10.1 percent of the \$9,96

billion Gross National Product or \$1,006 billion. Expenditure for transportation in 2000 was \$590 billion, which represented 58.6 percent of total logistics cost. As an example, many countries is currently making for improvements of their logistical capabilities in order to facilitate the effective and efficient distribution of goods. Besides these economic impacts, logistics can also affect individual consumers economic utility, which is the value or usefulness of some products in satisfying customer needs or wants. For example, credit and debit cards allow the customer to purchase products without having to produce cash or a cash equivalent. Now logistics has become the last frontier for increasing benefits in industrial production.



Notes

1. Logistics is not a newborn baby.
物流不是一个新兴的行业。
2. Their common meanings is associated with managing the flows of goods and information from a point of origin to a point of consumption systematically.
从通常的意义上讲,物流是对商品和信息在产销之间的流动的系统管理。
3. The Council of Logistics Management [(CLM)]—美国物流管理协会,全世界物流专业领域中最著名的组织
4. Logistics is that part of the supply chain 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.
物流指供应链中计划、实施和控制效率的过程,包括为了满足顾客需求的那些有效的正向、逆向的商品流动和存储,以及服务和涉及产销的信息。
5. reverse logistics——逆向物流,受消费量影响
6. Order processing refers to the exchange of requirements information between buyer and sellers involved in product distribution.
订货指买卖双方涉及产品配送的信息交换。
7. Procurement is concerned with the buying of goods and services that keep the business functioning.
采购涉及维持商业运作的商品和服务。
8. Distribution focuses on facilitating and coordinating work within logistics facilities.
配送侧重于物流过程中的推动和协调功用。
9. Logistics is seen as the link between the marketplace and the operating activity of the business, or the process of transferring benefits from production point to the



customers.

物流被视为市场和商业运作之间的连接环节,或者从产地到客户之间的转换利润的过程。

10. Now logistics has become the last frontier for increasing benefits in industrial production.

物流已经成为当今工业生产增加利润的最后领域。

Words:

Macedon ['mæsidən] *n.* [史] 马其顿王国(古代巴尔干半岛中部一奴隶制国家)

tangible ['tændʒəbl] *adj.* 切实的

availability [ə'veɪlə'bɪləti] *n.* 可用性,有效性,实用性

commitment [kə'mɪtmənt] *n.* 委托事项,许诺,承担义务

compliance [kəm'plaɪəns] *n.* 依从,顺从

complexity [kəm'pleksɪti] *n.* 复杂(性),复杂的事物,复杂性



Background

The Developing Logistics

The goal of Advanced Beauty Systems (ABS) is to offer products that create a sense of well-being and sanctuary within daily beauty routines. Since its inception, ABS' product lines have been successful at the counters, and the company's sales growth challenged its logistics capabilities. The company began with limited distribution to beauty supply stores and initially shipped orders to customers directly from its headquarters.

It's CEO Black who recognized that the company's limited distribution and direct shipping process were developing and smooth supply market, it needed outside help. "We are primarily a sales and marketing company," said Black. "Many functions needed to be outsourced, particularly logistics." Additionally, Black found that handling its own logistics did not allow ABS to expand quickly enough to meet rising product demands, severely limiting the company's growth.

The company sought a logistics solutions provider with several objectives in mind. First, it needed to reduce overhead by increasing the accuracy of its order fill-rate. It also wanted on-time delivery and a reduced level of damaged



product or lost product claims on less-than-truckload (LTL) shipments. “When we were handling our own logistics operations, LTL claims were much too high,” said Black. Second, Black wanted to find a logistics provider that would allow it to consolidate all product inventory in one storage location. Preferably, this warehouse would be located close to the company’s Dallas headquarters. Finally, it needed a logistics provider with a thorough knowledge of capability.

Another factor that prompted Black to choose CaseStack was its knowledge of Wal-Mart’s specialized consolidation program and its long history of working with the retail giant. Wal-Mart requires several highly sophisticated technologies and processes — including advanced shipping notification, electronic data interchange and RFID. In addition, CaseStack had a working knowledge of Wal-Mart’s consolidation program, and, in fact, CaseStack had been participating in the program with other clients for several years. CaseStack populated its web-based logistics software into the ABS system, creating an IT solution, it had considered several logistics outsourcing providers before choosing CaseStack.

The feature that initially set CaseStack apart was its “one-warehouse” consolidated solution. Several companies offered consolidated solutions, but CaseStack provided a single storage location in Dallas. “Since we were shipping all of our products from Dallas, this helped reduce the inbound and outbound freight,” said Black. Additionally, the Dallas warehouse location enabled it to personally inspect its inventory at any time. Structure that carried its logistics operations with the company’s inventory control/tracking capabilities. “It was a major factor in choosing to work with CaseStack,” said Black. “It and CaseStack’s systems work together very smoothly.”

According to ABS, the process of transferring logistics operations to CaseStack was surprisingly rapid and smooth. Once the computer systems were integrated, CaseStack began the job of transferring inventory. “On Friday, CaseStack assigned and tagged the entire contents of our Chicago warehouse, moved it into 18 trucks and transferred it to Dallas. By the following Tuesday, we were able to resume shipments,” said Glen Harris. The transfer was complete within seven days, and CaseStack assumed responsibility for all its logistics functions.

It now enters orders directly into the CaseStack Web site, and ABS can monitor the shipment and check the inventory in real time. Because the software implements the order once it’s entered, error due to miscommunications between the trucking company and the warehouse are eliminated. The Web-based system also saves shipping costs because the software searches for the best rate for a specific project from a database of carriers. Any claims that arise during transportation, warehousing and other areas are handled by CaseStack, further reducing administrative burden and costs.

According to Black, CaseStack has enabled ABS to reach its business goals. Since working with CaseStack, freight claims have been reduced by 80%, while its “must

arrive-by date” compliance rate has risen by nearly 20%. Additionally, its fill rate has consistently exceeded 95% with CaseStack. “We are now focusing on how to increase revenue rather than looking for ways to reduce costs,” said Black. “We used to spend hours tracking our freight. Since CaseStack has taken over ABS’s logistics, those problems have gone away, leaving us free to deal with other challenges and take advantage of additional opportunities.” “ABS employs a relatively small staff, so (CaseStack’s) function is vital to us,” said Black. “With CaseStack, we can meet and, quite often outperform, the metrics of larger companies. (The relationship) has enabled us to grow and allowed our infrastructure to scale at a very rapid rate.”

Questions:

1. What is Advanced Beauty Systems?
2. When did Advanced Beauty Systems begin to play its role?
3. Which factor limited the company’s growth?
4. Who did recognize the company’s limitation?
5. How many objectives were there in the the company’s logistics solutions?
6. What does Wal-Mart require?
7. Is “one-warehouse” consolidated solution one of factors that set CaseStack apart initially?
8. When did CaseStack begin the job of transferring inventory usually?
9. What is the major contribution that results from CaseStack?
10. What can we conclude from this article?



Dialogue

General Introduction

As logistics’ roles and value have been growing, logistics is becoming an attractive field with more and more positions for graduates every year. The need with a diverse array of skills for logistics has emerged. Then, is there the most common career path in logistics? The following conversation is about the topic.

Tom: Mr. Smith, I’m interested in logistics. I wish to chart my career in it. Could you tell me some basic knowledge about logistics career path, please?

Mr. Smith: Of course. There are many potential career paths largely impacted by your skills, interests, and personal decisions. It will also be influenced by lots of factors of the firm that you have selected to work for.

Tom: Oh, I’d like to know the relations between them.

Mr. Smith: That's exactly what I want to say. A broad base of business skills, knowledge of the logistics process, and relevant work experience will make you easily begin your career, such as a retailer, carrier, manufacturer, or third party logistics firm, and other organizations.

Tom: It is said that I'll have ample opportunity to begin my logistics career if I try hard, isn't it?

Mr. Smith: Yes. You'll begin as a management trainee, analyst, or first line supervisor. When you demonstrate your relevant capabilities, you can progress to logistics positions of greater responsibility, or choose to gain experience in other parts of the organization.



Tom: Then, are there any special factors for success?

Mr. Smith: One key to your success in this field is flexibility. In a company, your initial responsibility may deal with certain logistics functions. Some positions will require you to specialize in a specific area of logistics. Most important, you'd better get on well with people throughout your company.

Tom: Well, the job is full of challenges.

Mr. Smith: In a word, there are numerous opportunities and career paths in this field. Your logistics career path can focus on a wide variety of functional areas, through marketing, manufacturing, operations to specific product divisions. It is up to you to seek them out and get developed.

Tom: I understand now. It is so challenging and exciting, I wish to make logistics my lifetime career. Thanks a lot.

Mr. Smith: That's all right.

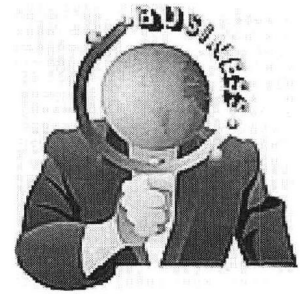


Reading Material

Article One Logistics in the Spotlight

A few months ago, the Economist magazine discovered logistics. In a series of articles, the global politics and business magazine reviewed how supply chains have evolved over the past decade, and why they are so critical to the world economy today. For anyone involved in our business, the June 17th report didn't cover any new ground or tell any stories that you haven't heard before at industry conferences, in trade magazines like Logistics Today or in business school case studies. Some of the familiar stories covered in the issue included:

- (1) The nightly sort at the UPS Worldport in Louisville, Ky. , and at FedEx's global hub in Memphis, Tenn.
- (2) The long-term loss to shareholder value from supply-chain problems so big that they come to the attention of the investment community.
- (3) Dell's direct-to-consumer, build-to-order business model.
- (4) Zara's ability to quickly copy fashion trends by designing and sewing garments in Spain in response to what's hot on European runways.
- (5) Procter & Gamble's use of point-of-sale data from Wal-Mart to smooth demand for diapers.
- (6) Cisco's inventory glut and \$2.2 billion, supply chain lesson following the burst of the Internet bubble in 2000 and 2001.
- (7) Just-in-time delivery as practiced at Toyota factories worldwide.
- (8) The logistics prowess of contract manufacturers such as Flextronics, Solecron, Sanmina-SCI and Celestica.
- (9) The potential and limitations of RFID tags.
- (10) The outward fragility and surprising resiliency of lean supply chains.



As well-publicized as these stories and issues may be, The Economist's coverage does help business people in other fields better understand the importance of logistics. Still, when I was reading these articles, it struck me that if a well-regarded business publication like this one is just noticing logistics, it's no wonder that some of our readers have such a hard time getting noticed within their own organizations. Every logistics and supply chain success story, like the ones mentioned above, starts with top management support. This support begins with a solid understanding of logistics' role in satisfying customer demands. It takes a variety of forms. First, management support is about resources, which means money, which means budgeting adequately for that three-year DC network optimization plan, or that new transportation management system, plus the training and the people necessary to run it. That budget must then be protected as the year unfolds when other priorities — like sales and earnings — fall short of expectations.

Management support is also about time. You want company executives to show up for regular meetings — not just the kick-off meeting — and communicate by their presence that the company's supply-chain initiative is a top priority. This support also means running interference as changes take time to deliver results, and resolving disputes when efforts to optimize processes across silos require one department to take a hit for the benefit of all. Management support comes most easily from executives who have risen up through the operations ranks, who have been schooled by experience in what it takes to make customers happy.

But those folks are a minority in executive suites. Everyone else has to be convinced. Selling the importance of logistics starts with a clearly communicated strategy supported by detailed investment and change proposals. Like any corporate investment, such proposals have to be made in financial terms that top executives will understand, starting with the impact on the income statement and balance sheet. After the numbers are in order, the real sales job begins. The ability to win over the company's executive team, and then deliver on promises, is what distinguishes an average logistics manager from one with a market-beating success story to share. These are the people who eventually appear on the pages of magazines like this one. We would love to tell your story.

Article Two Recent Research in the Logistics Industry

Economic geography has often led to an understanding of how technology and geography, and trade and development, have interacted over many different spatial scales. What has been learned and the methods that have been developed to obtain that knowledge seem ideally suited for the study of how these forces are shaping the development of the modern logistics industry. The logistics industry includes firms that provide a wide range of services, from asset-based activities, such as trucking and warehousing, to increasingly strategic and integrated functions, such as supply chain optimization. In the United States in 2000, the logistics industry was roughly equivalent to 10 percent of the gross domestic product (GDP), and although that share has been declining due to improved efficiency, it remains an important industry with significant size, scope, and effect. For the crucial functions it provides, a few economic geographers are beginning to advocate for the importance of this industry. Recent research in economic geography attempts to focus on the organizational, geographic, and risk and security dimensions of the logistic industry.

Past studies in economic geography and related disciplines have implicated the critical role of logistics functions in the contemporary economy. Whereas research on industrial organization and industrial districts has uncovered the types and characteristics of interfirm relations as important sources of innovation, industrial competitiveness, and regional transformation, few studies exist to date that analyze the logistics industry using the knowledge, tools, and expertise that have been developed in economic geography.

Part of this lack of attention is explained by outdated assumptions about the industry in terms of its function and the fixity of its location. Industrial location theories have traditionally focused on the physical location of raw materials, and on production and consumption, with little attention given to the physical and informational links among these locations. More important, logistics functions have often been viewed as tangential, auxiliary support services to production processes, providing rather simple and labor-intensive transportation and warehousing services. It is indicative that in a