



“十一五”高等院校物流管理专业规划教材

WULIU ZHUANYE YINGYU

物流专业英语

● 主编 李耀华



河南科学技术出版社

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· 郑州 ·

内 容 提 要

全书一共 12 章,几乎涵盖所有物流管理专业开设的基础和主干课程。如:运输、仓储、库存、包装、采购、物流信息、供应链管理、第三方物流、客户服务和国际物流介绍等。本书每篇课文对重点词汇均标注国际音标和释义,对难句进行解释,课后还有阅读理解、词汇使用和英汉互译等练习。每篇课后还根据情况精选了补充阅读资料,而且同样给出了单词的音标释义和难句解释,供师生阅读,以加深对知识的理解。

本书作为高职高专物流管理专业的规划教材之一,同时也可供本科物流管理专业的师生作为教材和参考用书,也可供各类物流专业人士参考使用。

图书在版编目(CIP)数据

物流专业英语/李耀华主编. —郑州:河南科学技术出版社, 2009. 1
(“十一五”高等院校物流管理专业规划教材)
ISBN 978 - 7 - 5349 - 4103 - 0

I. 物… II. 李… III. 物流 - 物资管理 - 英语 - 高等学校: 技术学校 - 教材 IV. H31

中国版本图书馆 CIP 数据核字 (2008) 第 198096 号

出版发行: 河南科学技术出版社

地址: 郑州市经五路 66 号 邮编: 450002

电话: (0371) 65737028 65788613

网址: [www. hnstp. cn](http://www.hnstp.cn)

策划编辑: 范广红

责任编辑: 王 非

责任校对: 张小玲 徐小刚 王晓红

封面设计: 张 伟

版式设计: 栾亚平

印 刷: 黄委会设计院印刷厂

经 销: 全国新华书店

幅面尺寸: 185 mm × 260 mm 印张: 14. 75 字数: 359 千字

版 次: 2009 年 1 月第 1 版 2009 年 1 月第 1 次印刷

定 价: 28. 00 元

如发现印、装质量问题,影响阅读,请与出版社联系。

编写说明

物流产业是劳动密集型和技术密集型相结合的产业，被认为是国民经济发展的动脉和基础，其发展程度成为衡量一国现代化水平和综合国力的重要标志之一。“世界越来越小，需要依靠物流来实现。”

物流所包含的运输、储存、配送、包装、流通加工、装卸搬运、信息处理等环节，都需要大量的人员去操作。随着我国现代物流业的发展，传统物流向现代物流转型，对各类型物流人才的需求也在急剧上升。并且随着物流信息技术和先进物流设施设备的广泛应用，以及人们对物流服务质量要求的提高，对物流操作人员的素质要求也在不断提升。据统计，全国各类企业中物流从业人员达1 000万以上，其中75%~85%的人员是从事操作岗位的。因此，物流业的发展需要大批具有一定文化水平并具备一定技能的物流专业人才，为我国物流产业的可持续健康发展提供强有力的支撑。

根据我国社会经济客观需求及劳动力市场的特点，为了更好地培养物流专业人才，满足市场的需要，河南科学技术出版社与河南省物流与采购联合会发起，组织全国开设物流专业的高等院校的专家、教师，结合物流专业人才培养现状，编写了本套《“十一五”高等院校物流管理专业规划教材》。本套教材突出实践性，依据国家《高等职业教育物流管理专业紧缺人才培养指导方案》与各学校的实际教学情况确定体系。其中，专门编写了《物流设施与设备》、《商品养护》等更具实际操作性的教材，加强学生的动手操作能力。为了培养外向型人才，还专门编写了《物流专业英语》、《国际物流与货运代理》，以适应国际物流发展的需要。本套教材以案例教学法进行叙述，从引导案例开始，以案例分析结束，重视内容的新颖、实用，体现了工学结合。每章有学习目标、技能要点、知识要点，章后附有本章小结、案例分析、练习题等。全套书配有教学电子课件，内容除对照教材外，还包括一些教学资料的补充，方便教师使用。

本套教材从组织编写到正式出版得到了各参编单位院系负责人的大力支持，河南科学技术出版社的领导及编辑也为本套教材的出版做了许多工作，在此一并致谢，感谢他们对物流专业人才培养的重视及所付出的劳动！希望各位读者在本套教材使用的过程中，不吝赐教，以便我们不断更新，做得更好！

编审委员会

2008年12月

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《物流专业英语》编写人员名单

主 编 李耀华
编 委 赵丽燕 杨宗颖 孙红霞

前 言

20 世纪 90 年代以来,现代物流在我国得到了快速发展,然而我国大部分企业在物流与供应链管理方面与世界级的企业还有很大差距。缺乏物流管理方面的专业人才,特别是缺乏能够学习和跟踪西方最新知识和技术的人才其中重要的原因之一。本书作为“十一五”高等院校物流管理专业规划教材之一,目的就是要培养学生在物流管理专业上的英语阅读能力和初步的文献翻译能力。

本书在内容选材安排上,基本遵从了传统物流管理教材的课程框架,做到了循序渐进,由浅入深;另一方面是精心选材,对每个专业知识点都参阅了国内外大量的文献和资料,来保证所选取内容的适当性。在编写体例上,我们重点增加了练习,在每个章节的前面有“头脑风暴”式的讨论,以调动学生思考的主动性和课堂的参与性;在每篇课文后面增加了词汇的音标和释义,以及部分重要和难点句子的翻译;在课后的练习中有阅读理解、词汇的英文释义和英汉互译等,以检验和巩固学生学习的效果。另外,在每篇章的后面,还增加了一篇相关的阅读材料,并且同样有词汇和难句解释,来帮助读者拓展知识的广度。

本书在编写过程中参考了国外许多权威的教材,同时也查询了很多专业的网站,以保证内容的代表性和新颖性。其中主编李耀华毕业于澳大利亚悉尼大学,赵丽燕毕业于英国诺桑比亚大学,其他老师也都是英语专业的硕士研究生。他们的专业素养与一丝不苟的态度,以及来自一线的教学经验,保证了本书内容的严谨性、科学性和实用性。

参加本书编写的编者有:郑州大学升达经贸管理学院李耀华(前言,第 6、7、8 章,附录),河南交通职业技术学院赵丽燕(第 1、2、12 章),郑州电力高等专科学校杨宗颖(第 3、4、5 章),郑州交通职业技术学院孙红霞(第 9、10、11 章)。李耀华对全书的结构进行了设计并对全书进行了校对和整理。

在本书的编写过程中,得到了河南省物流与采购联合会的大力支持,在此表示衷心的感谢。

由于时间有限,加之编者水平的限制,书中难免有错误或不当之处,恳请广大读者和同仁提出宝贵意见。

编者

2008 年 10 月

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Chapter 1 Overview of Logistics

Learning Objectives:

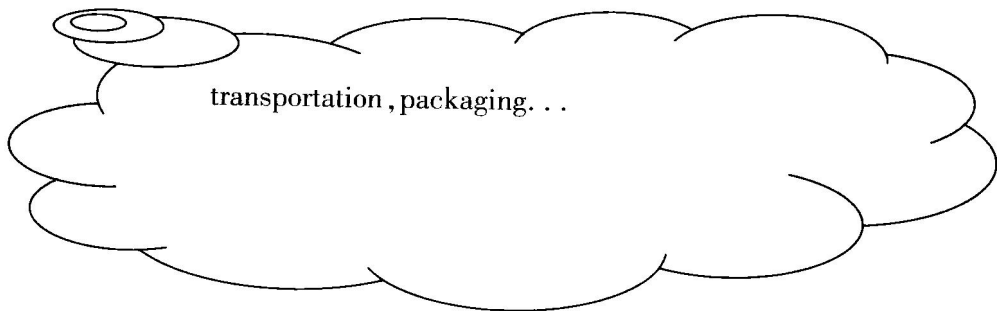
Key words: logistics; physical distribution; supply chain.

By the end of this chapter, you should be able to

- ☐ define logistics and associated terms
- ☐ list logistics activities and understand the relationships between them
- ☐ know the aims of logistics
- ☐ recognize the importance of logistics to every organization

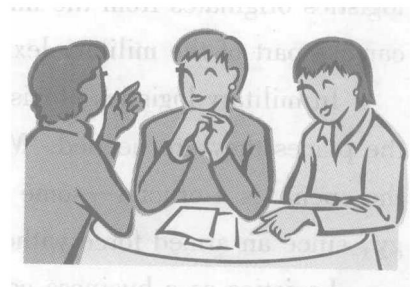
Pre-Reading

I . Brainstorming: Work with your partner and discuss what kinds of activities are involved in logistics.



II . Pair work: Discuss the following questions with your partner.

1. What is logistics?
2. What are the activities included in a logistics system?
3. What is the aim of logistics?
4. Why logistics is important to organizations?



Text

1. Introduction

All organizations move materials. Manufacturers build factories that collect raw materials from suppliers and deliver finished goods to customers; retail shops have regular deliveries from wholesalers; a television news service collects reports from around the world and delivers them to viewers; most of us live in towns and cities and eat food brought in from the country; when you order a book or DVD from a website, a courier delivers it to your door. Every time you buy, rent, lease, hire or borrow anything at all, someone has to make sure that all the parts are brought together and delivered to your door.

Logistics is the function that is responsible for this movement. It is responsible for the transport and storage of materials on their journey between suppliers and customers.

All of this—whether it is oil produced in Canada, consumer electronics in Japan, cars in the UK or dairy products in France—relies on logistics to collect materials from suppliers and deliver it to customers. Millions of people are involved in this effort, and it costs billions of dollars a year to keep everything moving.

Ordinarily we only notice a small part of logistics. We might see lorries driving down a motorway, visit a shopping mall, drive through a trading estate, or have a parcel delivered to our homes. These are the visible signs of a huge industry. In this book, we take a more detailed look at logistics.

2. Definitions

Long associated with the distribution and supply of armed forces in wartime, logistics is proving to be a source of the victory of a campaign. Many believe the term of logistics originates from the military science. It is reported that the term logistics became a part of the military lexicon in the eighteenth century in Europe.

In military logistics, logistics officers manage how and when to move resources to the places they are needed. Maintaining one's supply lines while disrupting those of the enemy is a crucial—some would say the most crucial—element of military strategy, since an armed force without resources and transportation is defenseless.

Logistics as a business concept evolved only in the 1950s. This was mainly due

to the increasing complexity of supplying one's business with materials and shipping out products in an increasingly globalized supply chain, calling for experts in the field who are called Supply Chain Logisticians. This can be defined as having the right item in the right quantity at the right time at the right place for the right price and is the science of process and incorporates all industry sectors.

During the 1960s, military logistics began to focus upon engineering dimensions of logistics—reliability, maintainability, configuration management, life-cycle management, continuing supply support, and so on—with increased emphasis upon modeling and quantitative analysis.

In contrast, the business or commercial applications were usually more focused upon consumer nondurable goods related to marketing and physical distribution of finished products. The engineering-related logistics, as practiced by the military, attracted attention among businesses that produced industrial products that had to be maintained with repair parts over the life cycle of the product, for example, generators, airplanes, manufacturing equipment, and so on. In fact, engineers developed a separate professional organization called the Society of Logistics Engineers (SOLE), which has had active participation from both the military and commercial enterprises.

In the early part of 1991 the world was given a dramatic example of the importance of logistics. During the Gulf War it had been necessary for the United States and its allies to move huge amounts of material great distances in what were thought to be impossibly short time-frames. Half a million people and over half a million tones of material and supplies were airlifted 12,000 kilometers with a further 2.3 million tones of equipment moved by sea—all of this achieved in months.

Part of the definition problem is also traceable to the fact that logistics has been described by a variety of sources that have somewhat different perspectives. We illustrate a number of these definitions along with the perspective or connection:

- ❑ **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, business environment.

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

- ❑ **Logistics (military definition):** The science of planning and carrying out movement and maintenance of force... Those aspects of military operations that position, maintenance, evacuation and disposition of material; movement, evacua-

tion, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition of furnishing of services.

——(JCS Pub 1- 02 excerpt)

- ❑ **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's requirement.

——(Reference: Canadian Association Logistics Management)

- ❑ The definition of logistics management, released by the Council of Supply Chain Management Professionals (CSCMP), is that “Logistics management as that part of supply chain management 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 modern military definition of logistics reflects the broad scope of functions involved and the Institute of Logistics and Transportation's definition follows this closely: Logistics is the science and art of the design, optimization and management of networks for the time-related positioning of resource. These definitions lead to our basic definition:

Logistics is the function responsible for the flow of materials from suppliers into an organization, through operations within the organization, and then out to customers.

3. Logistics Activities

Logistics is responsible for the movement and storage of materials as they move through the supply chain. But what activities does this include? If you follow some materials moving through an organization, you can see that the following activities are normally included in logistics.

- ❑ **Purchasing.** The flow of materials through an organization is usually initiated when procurement sends a purchase order to a supplier. This means that procurement finds suitable suppliers, negotiates terms and conditions, organizes delivery, arranges insurance and payment, and does everything needed to get materials into the organization. We describe Purchasing in more detail in Chapter 6.

- ❑ *Inward transport* actually moves materials from suppliers to the organization's receiving area. This has to choose the type of transport (road, rail, and so on), find the best transport operator, design a route, make sure that all safety and legal requirements are met, get deliveries on time and at reasonable cost, and so on. We describe transport in more detail in Chapter 2.
- ❑ *Receiving* makes sure that material delivered corresponds to the order, acknowledges receipt, unloads delivery vehicles, inspects materials for damage, and sorts them.
- ❑ *Warehousing* moves materials into storage, and takes care of them until they are needed. Many materials need special care, such as frozen food, drugs, alcohol in bond, chemicals that emit fumes, animals, and dangerous goods. As well as making sure that materials can be available quickly when needed, warehousing also makes sure that they have the right conditions, treatment and packaging to keep them in good condition. We describe warehousing in more details in Chapter 3.
- ❑ *Stock control* sets the policies for inventory. It considers the materials to store, overall investment, customer service, stock levels, order sizes, order timing and so on. We describe stock management in more detail in Chapter 4 and customer service in Chapter 10.
- ❑ *Order picking* finds and removes materials from stores. Typically materials for a customer order are located, identified, checked, removed from racks, consolidated into a single load, wrapped and moved to a departure area for loading onto delivery vehicles.
- ❑ *Materials handling* moves materials through the operations within an organization. It moves materials from one operation to the next, and also moves materials picked from stores to the point where they are needed. The aim of materials handling is to give efficient movements, with short journeys, using appropriate equipment, with little damage, and using packaging and handling where needed. We describe packaging in more detail in Chapter 5.
- ❑ *Outward transport* takes materials from the departure area and delivers them to customers (with concerns that are similar to inward transport).
- ❑ *Physical distribution* is a general term for the activities that deliver finished goods to customers, including outward transport. It is often aligned with marketing.
- ❑ *Recycling, returns and waste disposal*. Even when products have been delivered to

customers, the work of logistics may not be finished. There might, for example, be problems with delivered materials—perhaps they were faulty, or too many were delivered, or they were the wrong type—and they have to be collected and brought back. Sometimes there are associated materials such as pallets, delivery boxes, cable reels and containers (the standard 20 foot long metal boxes that are used to move goods) which are returned to suppliers for reuse. Some materials are not reused, but are brought back for recycling, such as metals, glass, paper, plastics and oils. Finally there are materials that cannot be used again, but are brought back for safe disposal, such as dangerous chemicals. Activities that return materials back to an organization are called reverse logistics or reverse distribution.

Some of the logistics activities can be done in different locations. Stocks of finished goods, for example, can be held at the end of production, moved to nearby warehouse, put into stores nearer to customers, passed on to be managed by other organizations, or a range of alternatives. Logistics has to find the best locations for these activities—or at least play a significant role in the decisions.

Alongside the physical flow of materials is the associated flow of information. Coordinating the flow of information can be very difficult, and logistics managers often describe themselves as processing information rather than moving goods. We discuss information in more detail in Chapter 7 and 8.

Depending on the circumstances, many other activities can be included in logistics. Sometimes an organization might include sales forecasting, third party operations. That is why we add Chapter 9.

The important point is not to draw arbitrary boundaries between functions but to recognize that they must all work together to get an efficient flow of materials.

So far, we have focused on the movement of materials through a single organization. In reality, organizations do not work in isolation. People use different names for the chains of activities and organizations. Here, we are emphasizing the movement of materials and will use the most general term of supply chain. We look at supply chain in Chapter 11.

International logistics occurs when supply chains cross national frontiers. We give you a vivid picture about International logistics in Chapter 12.

4. Aims of Logistics

With our broad view, logistics managers have two main aims. The first is to

move materials into, through, and out of their own organization as efficiently as possible. The second aim is to contribute to an efficient flow through the whole supply chain. Traditionally, managers concentrate on the first of these, focusing on those part of the supply chain that they directly control.

Hopefully, if each organization looks after its own logistics properly, materials will move efficiently through the whole chain, thus achieving the second aim. To some extent this is true. It is not, however, inevitable and organizations really need a more positive approach to co-operation. Here, though, we look at the more immediate aims of logistics within an individual organization.

We have said that managers aim for an efficient movement of materials-but what exactly do we mean by "efficient"? There are several answers to this, including fast deliveries, low costs, little wastage, quick response, high productivity, low stocks, no damage, few mistakes, high staff morale, and so on. Although these are all worthy goals, they are really indicators rather than real aims. To find the real aim of logistics, we must relate it to the wider objectives of the organization.

Ultimately, the success of every organization depends on customer satisfaction. If it does not satisfy customers, it is unlikely to survive in the long term, let alone make a profit, have high return on assets, add shareholder value, or achieve any other measure of success. So organizations must deliver products that satisfy customers. Unfortunately, customers judge products by a whole series of factors. When you buy a DVD, for example, you judge its contents, appearance, how easy it is to buy, how long you wait, how expensive it is, whether the right DVD was delivered, whether it was damaged, how courteously you were treated by sales staff, and so on. Some of these factors clearly depend on logistics-the availability of the DVD depends on stocks; the delivery time depends on transport; damage is prevented by good material handling; the price is affected by logistics costs. So we can phrase the overriding aim of logistics-in terms of customer service. It has to organize the movement of materials in the best way to achieve high customer satisfaction.

Any organization can give outstanding customer service if it is prepared to allocate enough resources. The problem, of course, is that more resources come with higher costs. There is a limit to the amount that customers will pay for a product and, therefore, on the service that can be given. Then a realistic aim for logistics balances the service given to customers with the cost of achieving it.

The overall **Aim of Logistics** is to achieve high customer satisfaction. It must provide a high quality service with low-or acceptable-costs.

We can phrase this balance in terms of perceived customer value. Logistics adds value by making products available in the right place and at the right time. If a product is available at the place it is needed, logistics is said to have added place utility; if it is delivered at the right time, logistics has added time utility. Then we can phrase the aim of logistics in terms of getting the highest customer utility or perceived value. In essence, we are trying to maximize the difference between perceived value and actual costs.

People often summarize the aims of logistics as getting, “the right materials, to the right place, at the right time, from the right source, with the right quality, at the right price”. This is broadly correct, but it depends on how we define “right”. In different circumstances, logistics is judged by completely different measures of performance. When you post letters, you sometimes want them delivered quickly, sometimes as cheaply as possible, sometimes with high security, sometimes at a specified time, and so on. Managers have to design logistics that are flexible enough to satisfy a variety of needs.

5. The Increased Importance of Logistics

Logistics is essential for every organization. Christopher says that, “Logistics has always been a central and essential feature of all economic activity”. Shapiro and Heskett agree, saying that, “There are few aspects of human activity that do not ultimately depend on the flow of goods from point of origin to point of consumption”. Without logistics, no materials move, no operations can be done, no products are delivered, and no customers are served.

Novich says that, “Poor logistics are the cause of roughly 50 per cent of all customer complaints.” No organization can expect to prosper if it ignores logistics and organizing logistics properly can give a huge competitive advantage. We can summarize the importance of logistics by saying that it:

- ☐ is essential, as all organizations, even those offering intangible services, rely on the movement of materials.
- ☐ is expensive, with costs often forming a surprisingly high proportion of turnover.