

Logistics

物流英语

行业英语系列教材

毛浚纯 主编



高等教育出版社

主编 毛浚纯

Logistics English

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内容提要

本书是行业英语系列教材中的一本。本书的选材包括了物流的各个主要环节,目的是为国内、国际物流业培养一批既精通业务、又谙熟外语的高级服务人材和中、高级管理人材。本书共 10 单元,每单元有两篇课文和两篇对话。课文、对话和练习的编排方式新颖,内容互动,难点分散,形式活泼,适合于大学物流专业学生和社会从业人员使用。

图书在版编目(CIP)数据

物流英语/毛浚纯主编. —北京:高等教育出版社,2003.7

ISBN 7-04-012161-1

I. 物… II. 毛… III. 物流—英语—教材 IV. H31

中国版本图书馆 CIP 数据核字(2003)第 054527 号

策划编辑 陈锡鏢 责任编辑 陈锡鏢

封面设计 王 峥 责任印制 潘文瑞

书 名 物流英语
主 编 毛浚纯

出版发行	高等教育出版社	购书热线	010-64054588
社 址	北京市西城区德外大街 4 号		021-56964871
邮政编码	100011	免费咨询	800-810-0598
电 话	021-56719902	网 址	http://www.hep.edu.cn
	010-82028899		http://www.hep.com.cn
传 真	021-65877544		http://www.hepsh.com
排版校对	南京展望照排印刷有限公司		
印 刷	宜兴市德胜印刷有限公司		
开 本	787×960 1/16	版 次	2003 年 7 月第 1 版
印 张	15.5	印 次	2003 年 7 月第 1 次
字 数	350 000	定 价	25.00 元(含光盘)

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序 言

本书特为高校物流专业学生在学完两年大学英语后进一步学习英语而设计、编写。全书共10个单元,包括了物流的各个主要环节,既有理论,又有实践。每个单元有两篇课文和两篇对话。各篇课文和对话均附听力练习和大量的语法练习和与物流相关的英语练习。内容互动、难点分散、形式活泼。本书亦可供大学本科物流专业的学生和从事物流业务的在职人员使用。

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在编写本书的过程中,编者得到了教育部高等教育出版社的编辑和马士基海陆物流公司陈骋先生的指导、支持和帮助,谨在此一并表示感谢。

本书付梓前曾经过多次仔细校对,但由于时间紧迫,编写力量有限,书中错误在所难免。希望广大读者谅解并多提宝贵意见,以便再版时改正。

编者

2003年6月

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Unit 1



UNIT 1

General Introduction

II. Now fill in the blanks as you listen to the sentences.

1. Bob is an inventory _____ in a bonded warehouse (保税仓库).

2. Transport is done by air, _____ and sea.

3. Customer service is _____ of information for forecasting.

4. Information is a key to the _____ of logistics.

5. Warehousing is not a new _____, but it has gained new functions in

modern logistics.

6. Inventory control can effectively reduce logistics _____.

7. Every company, large and small, _____ needs strategic planning for its

We work 24 hours a day, seven
days a week and 52 weeks a year!

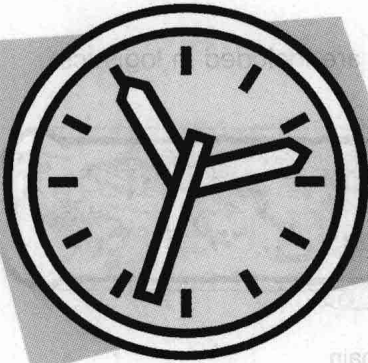


Fig. 1 Supply Chain

Text 1 What Is Logistics?

Pre-text Practice



I. Please listen to the following statements.

1. Modern logistics is one of the most challenging and exciting jobs in the world.
2. Our work is mainly to move goods and information at the lowest possible cost.
3. Every company that sells products will need the service of logistics.
4. Logistics is part of a supply chain.

II. Now fill in the blanks as you listen to the sentences.

1. Bob is an inventory _____ in a bonded warehouse (保税仓库).
2. Transport is done by air, _____ and sea.
3. Customer service is _____ of information for forecasting.
4. Information is a key to the _____ of logistics.
5. Warehousing is not a new _____, but it has gained new functions in modern logistics.
6. Inventory control can effectively reduce logistics _____.
7. Every company, large and small _____, needs strategic planning for its development.
8. Packaging and sorting are two _____ that are included in logistics.

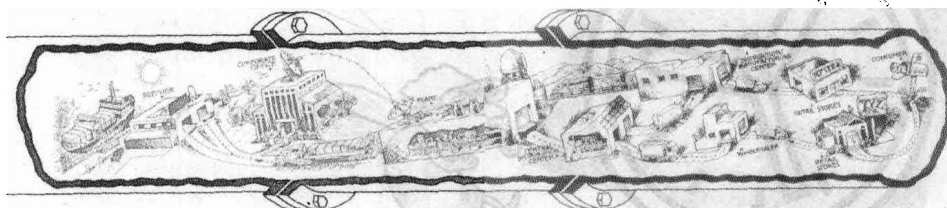


Fig. 1 The Supply Chain

III. Discussion

Examine Fig. 1. Work in pairs and tell each other where you would like to work. Note that everyone can be a consumer, but no one can be a consumer only.

The following is a list of words that you might want to use:

supplier [sə'plaɪə] <i>n.</i>	供应商
corporate office	公司办公室
plant [plɑ:nt] <i>n.</i>	工厂
distribution [dɪstrɪ'bju:ʃən] <i>n.</i>	配送
wholesaler ['həʊlseɪlə] <i>n.</i>	批发商
manufacture [ˌmænju:'fæktʃə] <i>v.</i>	制造
retail ['ri:teɪl] <i>v.</i>	零售
consumer [kən'sju:mə] <i>n.</i>	消费者



Logistics is a unique global “pipeline” that operates 24 hours a day; seven days a week and 52 weeks a year, planning and coordinating the transport and delivery of products and service to customers the world over.

Coming into being with the advent of civilization, logistics is anything but a newborn baby. However, when it comes to modern logistics, most professionals in the

logistics [ləʊ'dʒɪstɪks] <i>n.</i>	物流, 后勤
coordinate [kəʊ'ɔ:dɪneɪt] <i>v.</i>	合作, 协作
advent ['ædvənt] <i>n.</i>	到来
warehouse ['weəhaʊs] <i>n.</i>	仓库
inventory ['ɪnvəntəri] <i>n.</i>	库存
purchase ['pɜ:tʃəs] <i>v.</i>	采购
strategic [strə'tɪ:dʒɪk] <i>a.</i>	战略上的
process ['prəʊses] <i>n.</i>	过程; 程序

business consider it one of the most challenging and exciting jobs, invisible as it is.

Modern logistics is related to the effective and efficient flow of materials and information that are of vital importance to customers and clients in various sectors of the economic society, which may include but by no means is limited to:

packaging warehousing material handling inventory

transport forecasting strategic planning customer service

Management: "Logistics is that part of the supply chain process that plans, implements and controls the efficient, effective flow and storage of goods, service and related information from the point of origin to the point of consumption to meet customers' requirements." Although this definition fails to incorporate all specific terms used in the study of logistics, it does reflect the need for total movement management from point of material procurement to location of finished product distribution.

requirement [rɪ'kwaɪəmənt] n. 要求

vital ['vaɪtəl] a. 重大的

warehousing ['weəhaʊsɪŋ] n. 储存

purchasing ['pɜ:tʃəsɪŋ] n. 采购

procurement [prəʊ'kjuəmənt] n. 获得, 取得



Notes

1. Logistics is a unique global "pipeline" ... 物流是一个独特的“管道”...。在修辞学中有一种修辞手法是比喻,用于比较两种事物或人的相同点。比喻分为两类:明喻和暗喻。明喻称被比喻的物体“像某个事物”,用like表示;暗喻称某个事物“是另一个事物”。如:
明喻: Steve Morris looks like a wonder boy.
暗喻: Steve Morris is a wonder.
2. Coming into being with the advent of civilization, logistics is anything but a new-born baby.
文明伊始,物流就已经存在,因而不是新鲜事。
3. ... when it comes to modern logistics, most professionals in the business consider it one of the most challenging and exciting jobs, invisible as it is.
说到现代物流,业内专业人士认为,尽管看不见摸不着,却是最富有挑战性和最

激动人心的工作。



IV. You will hear a dialogue between Professor Morgham and a student. Make notes and try to reproduce the example given in it to show what logistics is.

1. The student was reminded of a story entitled _____.
2. The story is similar to logistics in that _____.
3. The story is different from logistics in that _____.

Work in pairs and find out what else should be done to supply the chain shops of KFC. Present your views to the class after your discussion. If you are not quite sure about what to say, the following passage will be of help.

Consider the food served in Kentucky Fried Chicken (KFC). A typical KFC restaurant consumes about 1,000 chickens. It seems the logistical flow starts in the chicken farms. The chickens are caught in the farm at 11 pm under blue light, a light in which chicken cannot see. They are trucked to chicken processing mills, where they are killed, dressed and frozen. Then they are taken to warehouses to be stored for later use.

When the KFC chain stores send out information on the quantity of chicken needed, the transport center will design the reasonable route for the truck to go and the right quantity to carry for the truck, which will deliver the chicken to various chain stores.

However, this is just a very basic idea of logistics, which goes far beyond the supply of chickens to KFC. Just consider where the chicken feed comes from and the feed may have been processed with such ingredients as fishmeal

dress [dres] *v.* 给(家禽、牲畜等)放血、去毛和内脏
route [ru:t] *n.* 路线
animal feed 动物饲料
fishmeal ['fɪʃmi:l] *n.* 鱼粉
soya bean ['sɔɪə'bi:n] *n.* 大豆
flake [fleɪk] *n.* 薄片
soya bean flakes 豆粕

or soya bean flakes, which are usually imported from such countries as Brazil and India. These activities, from the point of view of cargo flow, involve far greater amount of logistics services.

Vocabulary Building

V. How do you enlarge your vocabulary?

1. Read the statements made by students about learning vocabulary. Which statement do you agree with? Which methods do you use? Which methods do you think are best?

- 1) When I read something in English I write down every word I don't know and look it up in a dictionary.
- 2) I don't try to learn every new word I meet. I learn the words that are most useful to me.
- 3) I write a new word in a sentence on a card. On the back of the card I write the translation of the word. Then I use the translations to test myself regularly.
- 4) I write new words in a list and write the translation next to each word.
- 5) When I meet a word I don't know, I try to guess what it means.
- 6) I never use an English-English dictionary. I always use a bilingual one — it's much easier.
- 7) I put words into topic groups when I write them down. For example, words to do with travel, entertainment, work, and so on.
- 8) I don't write down vocabulary, but I read a lot and I learn new words that way.
- 9) I write words in a vocabulary notebook. I carry it around with me and I try to learn ten words a day.

2. You have two minutes. Ask your teacher to explain to you the words in the box on the right and then learn the words by heart. Then cover the box and write the words you remember.

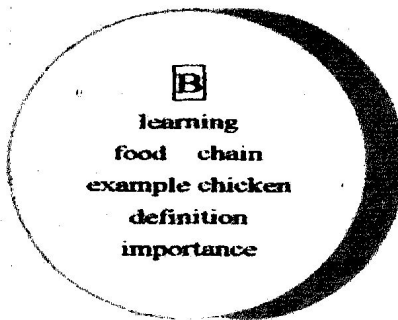
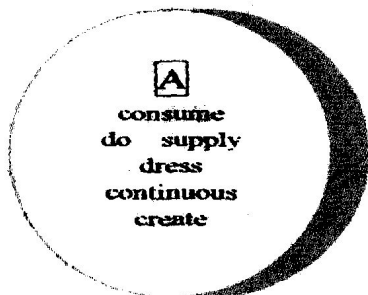
3. Work in pairs. Compare the methods you used. List other methods you could use to memorize words. Discuss your ideas with your classmates.

firm
expand
component
assemble
vendor
inventory
professional
complementary
distribution
fund
minimize

4. Complete the word family table below.

Verb	Noun	Adjective	Person
coordinate			
	requirement		
manage			
			server
		qualifying	
	competition		

5. Combine the words in A with B in different ways to make right collocations and then translate them into Chinese. Example: supply chain.



Dialogue I Very High Percentage

Pre-text Practice

What to say:

When you are engaged in a conversation, it is important to remember that a good conversationist is good at listening to others, not the one that talks glibly. To do this, you have to learn how to ask questions and how to express your agreement and disagreement. Here are some ways to express agreement.

1. That's it.
2. I agree with you.

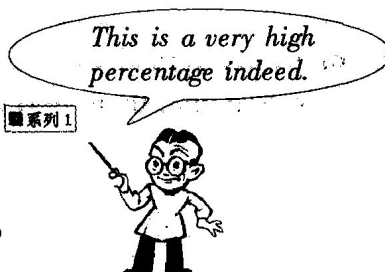
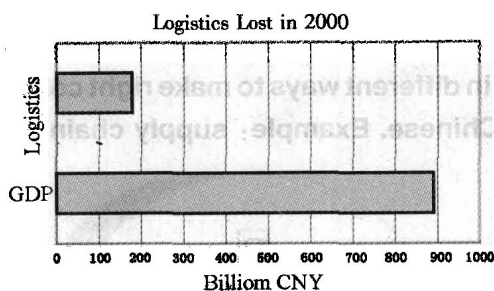
3. I couldn't agree more.

4. No wonder ...

Read the following dialogue and then listen to the conversation that follows it. Try your best to find more ways to express agreement.

Michael was talking with Mr. Anon Low, a logistical manager in a hypermarket (特大超市). The conversation took place on Dec. 31, 2002.

Michael: Anon, Logistics has received more and more attention from different sectors of the society.



Low: It is a recognized fact in industrialized countries that logistics is now the last frontier for increasing benefits in industrial production, since there is not much to do to improve production to lower the cost.

Michael: What about those developing countries, such as China? Are there any logistical activities there?

Low: That's a good question. China is a developing country and it is developing really fast. The average annual GDP growth in the past few years was more than 7%.

Michael: That's amazing! Does that mean they did a good job in logistics?

Low: No, not quite, though the Chinese made a lot of attempts during the past decade. A lot of books on logistics, either in Chinese or

frontier ['frʌntiə] *n.* 前线

average ['ævərɪdʒ] *a.* 平均的

annual ['ænjʊəl] *a.* 每年的

herald ['herəld] *v.* 迎来

CNY=Chinese yuan

analysis [ə'neɪlɪsɪs] *n.* 分析

call for 需要

gm=general manager

impact ['ɪmpækt] *n.* 产生影响

WTO=World Trade Organization

impetus ['ɪmpɪtəs] *n.* 推动

in short 总之,简而言之

contribute [kən'trɪbjʊt] *v.* 贡献

English, were published in 2002. There emerged quite a few logistics experts who delivered speeches.

Michael: No wonder 2002 was jokingly termed as the starting year for logistics. I remember attending one conference on logistics. The audience were confident that they would be able to herald the new economic growth if they could make a headway in logistics.

Low: I know great changes have been made in physical distribution of goods in the past 20 years or so since the reform and opening up. But how can that be related to the economic growth?

Michael: This can be illustrated by numbers. In 2000, the total cost in logistics in China was CNY 178.8 bn which amounted to 20% of the GDP that year. This was a very high percentage. In industrialized countries, the figure is 10% or so.

Low: I understand now. They could have added CNY 8.9 bn to the GDP if only they had lowered the logistics cost by 1%.

Michael: That's it. It means there is great room for logistics development in China.



VI. The following is a dialogue between Low and Michael on the following day. Listen to it and fill in the blanks.

Low: Could you give me _____ of the present situation in relation to logistics in China?

Michael: That will _____ a lecture. As early as in _____, a deputy gm of a forwarding company in Xiamen told me that they had found the direction for development was logistics _____. And now more than 20 cities in China _____ either to go in for logistics or to invest _____ in constructing huge logistic centers.

Low: I learn from the newspapers that some major enterprises in logistics, such as China Rail Co., and Shanghai Lianhua, are the _____ in the field to that city. China entered the WTO in 2001. Do you think China's _____ in the WTO made any _____?



Michael: It gave great impetus to the development of logistics. Sometime this year, the Ministry of Foreign Economy and Trade Relations issued a notice which explicitly stipulated Jiangsu, Zhejiang and Guangdong, Beijing, Shanghai, Tianjin and Chongqing and Shenzhen are the places for _____ in logistics.

Low: _____ I found such big third party logistics companies as Maersk-Sealand Logistics and Nipon Logistics had set up _____ in Shenzhen. I was told that Wal-Mart had moved its _____ to that city. But do you think these foreign companies will have a _____ effect on the Chinese logistics enterprises?

Michael: No one can tell for sure. But as far as I know, they will _____ tremendous impact on the Chinese logistics enterprises, thereby promoting their development. _____, these big foreign companies will compete with those Chinese companies by making use of _____ superiority in finance and management. _____, the appearance of foreign companies will contribute to the logistics development in China.

Comprehension

VII. Comprehension questions

1. Why is logistics compared to a pipeline?
2. Isn't logistics something new? Why?
3. What is flowing in the pipeline of logistics?
4. Give examples of logistics in a given factory.
5. Give examples to show that logistics is working every day, even at night.
6. How many sectors of economic activities are involved in logistics? What are they?

VIII. Study the following words and fill each of the blanks with one of them.

newness	suppliers	coordinate	focused	executive		
leads	both	making	combination	scope	external	of