

Logistics English

物流专业英语

毛立群 王宪 编著



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上海市第四期本科教育高地建设项目

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内容简介

本书为物流专业英语教材，共9章，18篇课文，第1章为物流概述，第2~7章阐述物流基本理论和概念，如物流管理、仓储、存货等；第8、第9章阐述国际贸易一般规则的国际物流，包括单证的制作，通用国际贸易规则等。本书概念、理论通俗易懂，案例新颖，紧贴时代。

本书适用于作为高等学校物流专业英语教材，还可供物流从业者以及对物流英语有兴趣者进修之用。

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前 言

物流近年来已成为我国重点行业，被列入到我国十大振兴产业之中，其重要性不言而喻。在当今物流业全球化的时代，物流的发展更加离不开高素质的物流人才。从物流专业的视角看，培养英语水平过硬的物流专业人才，尤其是培养在实际工作中运用英语解决问题的能力已是全球化的内在要求，更是广大高校教学的迫切需要。

本教材的编写遵循英语学习听说写的规律：听力导入，阅读深入，案例拓展，练习巩固，口语强化；选材新颖，语言朴实，紧贴实际，难易适度，便于阶梯式学习。在突出专业性方面，每单元列出专业词汇和相关技术词汇，配以课后练习巩固，并特别增加了案例分析。每单元后的案例分析代表性强，有启发性，有助于学生提高运用专业知识解决问题的能力。每篇课文后的练习分为语言能力和专业能力两种。语言能力练习的句型变换、英汉互译、选词填空等，既能帮助学生归纳已学知识，又能锻炼学生的应变能力。专业能力练习安排了阅读理解、关键词汇填空、图表题和课后思考题，适合能力不同的学生使用。课文后有注释，供学生了解背景知识和理解课文之用。总之，本书力求为物流专业的学习者提供一个英语环境下的学习园地，以达到巩固知识点、拓宽视野、熟悉物流英语特点的目的。

本书为“上海市第四期本科教育高地建设项目”成果。

本书适用于高等学校物流专业学生学完大学英语后进一步提高物流专业英语水平，还可供物流从业者以及对物流英语有兴趣者进修之用。

在编写本书过程中，编者得到了高等教育出版社编辑们的指导和帮助，谨在此一并感谢。由于编者水平有限，书中错误或不妥之处在所难免，敬请读者批评指正。

编者

2010年3月

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Chapter 1 The Concept and Functions of Logistics

Text 1 Overview of Logistics

Listening What Is Logistics?

Words and Expressions

curtail	v.	削减, 节减
exposure	n.	曝晒; 揭发
inventory	n.	库存
multiple	adj.	多重的; 复合的
non-compliance	n.	违约
seizure	n.	没收; 充公
streamlining	n.	调整 (机构等); 精简
warehousing	n.	仓储

Listening Exercises

I. Listen carefully and complete the statements with the information you hear.

- Wikipedia—logistics is the management of the flow of _____, _____ and other _____, including energy and people, between the point of origin and the point of consumption in order to meet the requirements of consumers (frequently, and originally, military organizations). Logistics involves the integration of information, _____, _____, warehousing, material-handling and _____. Logistics is a channel of the supply chain which adds the value of time and place utility.
- The Oxford English Dictionary defines logistics as “the branch of _____ having to do with procuring, maintaining and transporting material, personnel and facilities”.
- Another dictionary definition is “the _____ positioning of resources.” As such, logistics is commonly seen as a branch of engineering which creates “people systems” rather than “machine systems”.
- Logistics is defined as a business planning _____ for the management of material,

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service, information and _____. It includes the increasingly complex _____, communication and control systems required in today's business environment.

- e) CLM's (the Council of Logistics Management) definition is "the process of planning, implementing, and controlling the efficient, effective _____ and storage of goods, services, and related information from point of _____ to point of _____ for the purpose of conforming to customer requirements."

II. Listen to the passage and supply the missing information in the following chart.

International Trade Logistics	provides	management by _____, _____, and integrating complex _____ processes.
	ensures	timely _____ of goods.
	curtails	_____ at the border, reducing exposure to non-compliance fines, _____, and seizures.
	helps	accurately calculate total landed cost, reduce customs delays and exposure to _____ fines, and lower administrative, logistics and trade _____.

Learning Objectives

After studying this text, you will be able to

1. understand the definition of logistics.
2. understand the connotation of logistics.
3. use the logistics terms with accuracy.

Key Terms

CLM	物流管理协会
place utility	地域效用
mass logistics	通用物流
economic utility	经济效用
supply chain	供应链
reverse logistics	逆向物流
possession utility	持有效用
tailored logistics	专案物流
form utility	形式效用
delivery damage	运输损毁
time utility	时间效用
delivery delay	货运晚点

Pre-reading Activity

Questions:

1. Since the 1980s, how has the definition of logistics evolved?
2. Why is CLM's definition of logistics so highly recommended?

Text

The trend toward an integrated world economy and global arena is forcing companies to develop strategies for designing products for a global market and maximizing the firms' resources in producing them. Changes in customers' expectations or geographical locations continue to transform the nature of markets, and in turn, generate constraints that modify the flows of goods within companies. Technological breakthroughs and emerging markets open up new ways of reorganizing, adapting, and optimizing the flow of raw materials, semi-finished goods, products, spare parts, and recycled materials (see Figure 1.1).

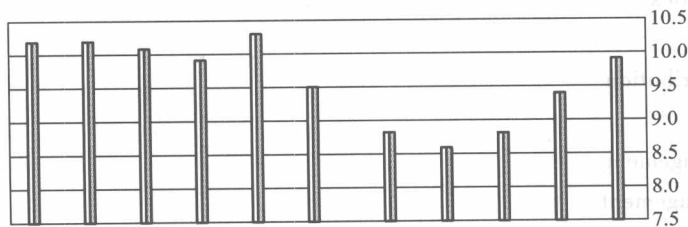


Figure 1.1 U. S. logistics as percentage of GDP

Figure 1.1 summarizes the U. S. logistics in relation to gross domestic product and the negative/positive correlation between GDP and the share of logistics.

Besides the above mentioned macro-level economic impacts, logistics have exerted its percussions on individual consumers. The percussions can be illustrated through the concept of **economic utility**, which is the value or usefulness of product in meeting customer needs or wants. The four general types of economic utility are possession, time, form, and place. Logistics clearly contribute to four aspects respectively.

Possession utility refers to ability of goods or service to satisfy one or more needs or wants of a consumer. It can be influenced by the payment terms associated with a product. Credit and debit cards, for example, facilitate possession utility by allowing the customer to purchase products without having to produce cash or cash equivalent.

Time utility refers to utility of goods or service created by its availability at a particular time. It's essential to realize that goods of different types have different time sensitiveness; three day late delivery of perishable items likely have serious consequences than the late delivery of non-perishable items;

season-related commodities may generate exceptional high gains or losses if delivered counter season.

Form utility refers to a product's being in a form that can be used by the customer or is of great value to the customer. Usually this concept is associated with production and manufacturing. Logistics can also produce marginal profits. For example, eggs contained in the form of cushioned cupboard will witness a bigger reduction of delivery loss/damage than those that are stored in plastic boxes padded with straws.

Place utility refers to having products available where they are needed by customers; products are moved from points of lesser value to points of greater value.

But it needs to be concluded that simultaneous achievement of possession, time, form, and place utility goes a long way to facilitating, but not guaranteeing customer satisfaction. There are more elements to contribute to the ultimate customer satisfaction.

Logistics

Since approximately 1980, sea change has occurred in the business logistics field. One direct consequence of this rapid change is that business logistics has been defined in more than one unique and exclusive conception. In recent years, some of the terms used to refer to business logistics have included the following:

- Business logistics
- Distribution
- Industrial distribution
- Logistics
- Logistics management
- Materials management
- Physical distribution
- Supply chain management

We need to bear in mind that the concept of logistics has altered and expanded as its dimension broadens. But in essence, each of these terms is associated with managing the flows of goods and information from a point of origin to a point of consumption.

In an effort to avoid potential misunderstanding about the meaning of logistics, this book adopts the current definition by the Council of Logistics Management (CLM), one of the world's most prominent organizations for logistics professionals. According to the CLM, "logistics is the part of the supply chain process that plans, implements, and controls the efficient, effective forward and reverse flows and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements."

Now let us get a closer look at this definition. First, logistics is part of the supply **chain process**, which means that logistics can impact how well or how poorly an individual firm and its associated supply chains achieve goals and objectives.

The CLM definition also indicated that logistics "plans, implements, and controls." Of particular importance is the word *and*, which suggests that logistics should be involved in all three

activities—planning, implementing, controlling—and not just one or two.

Note that “efficient, effective forward and reverse flows and storage.” Broadly speaking, effectiveness can be thought of as “how well does a company do? what they say they are going to do?” For example, if a company promises that all orders will be shipped within 24 hours of receipt, what percentage of orders are actually shipped within 24 hours? In contrast, efficiency means how well or poorly a company uses its resources to achieve what it promises to do.

With respect to forward and reverse flows and storage, logistics has traditionally focused on forward flows and storage, that is, those directed toward the point of consumption increasingly. However, the logistics discipline has recognized the importance of reverse flows and storage (reverse logistics), that is those that originate at the point of consumption.

It also indicated that logistics involves the flow and storage of “goods, services, and related information.” Indeed, in the globalized environment, logistics is as much about the flow and storage of information as it is about the flow and storage of goods. Advances in information technology make it increasingly easy or less costly for companies to substitute information for inventory.

Finally, the CLM definition indicated that the purpose of logistics is “to meet customers’ requirements.” This is important for several reasons, with one being that logistics strategies and activities should be based on customer wants and needs rather than wants, needs, and capabilities of other parties. A second reason is the notion that since different customers having different logistical needs and wants, a one-size-fits-all logistics approach (**mass logistics**) in which every customer gets the same type and level of logistics service will result in some customers being over served while others are underserved. Rather, companies should consider **tailored logistics** approaches, in which groups of customers with similar logistical needs and wants are provided with logistics service appropriate to these needs and wants.

Words and Expressions

arena	n.	活动场所
bear in mind	v.	记住
breakthrough	n.	突破
dimension	n.	规模, 范围
discipline	n.	目的, 目标
equivalent	adj.	相同的, 同等的
essence	n.	本质
exert	v.	发挥
facilitate	v.	使容易, 使妥当
forward	v.	送到, 运送
macro	adj.	巨大的; 极厚的
marginal	adj.	边际的
objective	n.	目的, 目标

optimize	v.	使最优化, 使最佳化
percussion	n.	敲打, 叩击; 效果
perishable	adj.	易腐败的; 不经久的
simultaneous	adj.	同时发生的, 同时做的
spare	n.	备件
transform	v.	改变
with respect to		关于

Notes

1. But it needs to be concluded that simultaneous achievement of possession, time, form, and place utility goes a long way to facilitating, but not guaranteeing customer satisfaction.

译文: 但是应该明确的是同时完成持有、时间、形式和地域效用有利于达成但无法确保客户满意。

go a long way to 的意思是有助于, 给予极大帮助。例如: Al Gore went a long way to curbing global warming as he was keen on environment protection. 戈尔热衷环境保护, 极力推动遏制全球变暖的事业。

2. But in essence, each of these terms is associated with managing the flows of goods and information from a point of origin to a point of consumption.

译文: 实质上, 这些词语都和从原产地端到消费端的货物、信息流向的处理有关。

flow: “流向”, 有两个定义, 一个是时间的变化计量, 与支出、投资、使用有关; 另一个是产品或服务沿着价值链从原料到客户端不逆向、不中途停顿的精益生产过程。

3. Council of Logistics Management (CLM): 美国物流管理协会, 于 2005 年 1 月 1 日更名为 Council of Supply Chain Management Professional (CSCMP), 美国供应链管理专业协会。该协会于 1963 年在芝加哥成立, 1983 年更名为美国物流管理协会。该协会是美国和世界上物流与供应链管理领域最有影响的专业组织, 凭借会员的积极参与和杰出才能, 协会一直致力于推动物流业的发展, 为物流从业人员提供教育的机会和信息。协会网站为 www.cscmp.org。美国物流管理协会中国办事处(中国圆桌会)成立于 2003 年 9 月, 旨在促进同一地区的物流管理协会会员相互交流、相互联系。中国圆桌会是美国物流管理协会第 79 个圆桌, 于 2002 年 9 月在旧金山年会上批准成立。从 2000 年至今, 先后有 120 多名来自中国的物流学者、企业家和专业人士参与了美国物流协会的活动。圆桌会议(Roundtable, 相当于分会)是各地和各国会员的本土化组织, 是在同一地区的物流管理协会会员相互交流、相互联系的平台。目前 CLM 在 15 个国家共有 81 个圆桌。

4. customer wants and needs 可表示为 customer needs, customer expectations and customer requirements, 指的是顾客购买产品或服务中先要解决的问题, 通常和下列专业词语相关: salesmanship, line extension, voice of the customer, customer analysis, marketing plan, marketing。

Technical Terms

counter season	反季节
cushioned cupboard	缓冲纸箱
customer wants and needs	客户需求
delivery loss/damage	货运损失/损毁
effectiveness	效率
forward and reverse flows	正向和逆向物流
late delivery	货运延迟
lesser value	低价值
perishable items	易腐烂产品
storage	储存
time sensitiveness	时间敏感性

Exercises

I. Match the following definitions with the corresponding terms below.

economic utility	supply chain process	time utility
tailored logistics	mass logistics	possession utility

- The value or usefulness of product in meeting customer needs or wants. [_____]
- Utility of goods or services created by its availability at a particular time. [_____]
- Logistics can impact how well or how poorly an individual firm and its associated supply chains achieve goals and objectives. [_____]
- Ability of goods or services to satisfy one or more needs or wants of a consumer. [_____]
- Groups of customers with similar logistical needs and wants are provided with logistics service appropriate to these needs and wants. [_____]
- Every customer gets the same type and level of logistics service. [_____]

II. Judge whether or not the following statements agree with the information given in the passage. Mark T for True, F for False.

- (____) The CLM definition indicates that logistics “plans, implements, or controls.”
- (____) Form utility refers to a product's being in a form that can be used by the customer or is of great value to the customer.
- (____) Simultaneous achievement of possession, time, form, and place utility can guarantee customer satisfaction.
- (____) Since approximately 1980, dramatic development has taken place in the business logistics field.
- (____) The Council of Logistics Management (CLM) is one of the world's most prominent

organizations for logistics professionals.

6. () The importance of reverse flows and storage (reverse logistics) has been widely recognized.

III. Translate the Chinese expressions in the brackets into English.

The importance of logistics has been pushed to a new height. One distinctive idea is that it can step up competitiveness. In an economic globalization marked by the globalization of commodities, the competitiveness of a firm, and a country at large is not decided by _____ ① (能生产多少产品), but rather by _____ ② (能生产多少满足消费者和市场需求的的产品), and increasingly by _____ ③ (现代物流能力). Any item will not turn to be a commodity which simultaneously possesses the commodity value, currency value and application value until it reaches the customer end via the _____ ④ (物流环节). The competition caused thereafter among firms _____ ⑤ (转向) from the production capabilities in the industrial era to the multiplying of production capabilities with logistics. The challenge is how to break the mindset (思想框框) of "production goes before logistics" ("重生产, 轻物流") so that a _____ ⑥ (现代物流体系) that can lower the cost and generate more fortune can be established.

IV. Fill in the blanks with the words given below. Change the form where necessary.

marginal	storage	simultaneous
optimize	delivery	forward
macro	logistics	perishable

- Matching supply of port facilities with demand will ensure economic growth and _____ employment opportunities for the community. Growth forecasts are, therefore, important.
- The national financial risk has become the most serious _____ economic risk.
- International trade can also be limited due to the high cost of transporting bulky or _____ goods.
- That is what economists mean when they talk about the differences between _____ private cost and net social cost.
- There are fully equipped meeting facilities, and the slides, overhead projector, video recorder and the _____ translation system are all available upon request.
- "Consignee" means the person entitled to take the _____ of the goods.
- Put them in a nice, insured, air-conditioned _____ warehouse.
- We are _____ you a list of the store's latest men's clothing, together with prices.
- In September 2002, China held the ARF seminar on military _____ outsourcing support in Beijing.

V. Use the appropriate form of the words in the brackets to replace the underlined parts in the following sentences.

Before: Besides the above mentioned large scale economic impacts, logistics has had its percussions on individual consumers. (macro-level, exert)

After: Besides the above mentioned macro-level economic impacts, logistics has exerted its percussions on individual consumers.

1. The United States and China are risky to manufacturers.
_____ . (present)
2. Keeping manufacturing close to home enables the companies to watch and oversee their chains.
_____ . (visibility, oversight)
3. Increasing transportation costs (51%), changing commodity prices (43%), and weakening commodity prices (37%) have become top supply chain concerns.
_____ . (rise, volatile)
4. Apart from rising transportation costs, an aging logistics facilities, and a softening economy, many companies are still sourcing and manufacturing in the U. S.
_____ . (despite, infrastructure)
5. So much risk goes with spreading the supply network around the world.
_____ . (associate)

VI. Translate the following sentences into English.

1. 美国经济高度发达，也是世界上最早发展物流业的国家之一。
2. 20 世纪 60 年代，随着世界经济环境的变化，美国现代市场营销的观念逐步形成，客户服务成为企业经营管理的核心要素。
3. 据了解，世界 500 强中的 400 多家企业在中国都有投资，其中 90% 左右的外资企业选择了物流外包。
4. 一个成功的物流企业，必须具备较大的运营规模，建立有效的地区覆盖，具有强大的指挥和控制中心。
5. UPS 是全球最大的速递机构，全球最大的包裹递送公司，同时也是世界上一家主要的专业运输和物流服务提供商。

VII. Translate the following sentences into Chinese.

1. U. S. shippers say there are innumerable issues to keep in mind when setting up supply chain and logistics operations in China. However, most agree that becoming successful in the region requires customization with several logistics partners.
2. Smith is adamant about integrating departments comprising the logistical framework of any large corporation. The purchasing department, for example, must have open communication with its import and export departments.
3. Companies are in a race to leverage emerging markets—both as lower-cost supply sources and

as new sources of revenue.

4. Eight of history's ten largest mergers occurred in 2006; so the fact that mergers and acquisitions (M&A) will be bigger and more frequent than ever should not come as a surprise.
5. Guangdong's key ports realized cargo throughput of 886 million tonnes in 2008, up 6.19 percent year on year.

VIII. Logistics Best Practices

New Tool to Help Companies Assess Chinese Partners

Earlier today, Panjiva, the leading source of objective information on global manufacturers, and Sinosure, the leading provider of credit information on companies in China, announced an exclusive relationship to provide American companies with information to help them mitigate the risks of doing business in China. According to terms of the deal, Panjiva will be the exclusive U. S. reseller of Sinosure's credit reports on Chinese manufacturers, and Sinosure will be Panjiva's exclusive provider of credit reports on Chinese manufacturers.

To help companies manage the risks they face in today's volatile global economy, Panjiva and Sinosure have unveiled Panjiva SinoScreen, a new solution designed to help U. S. companies quickly determine which of their Chinese manufacturers are at greatest risk. Leveraging various data sources, including U. S. customs data and credit information from Sinosure, Panjiva SinoScreen provides customers with an easy-to-interpret analysis of their Chinese supply chain.

At a time of macroeconomic uncertainty, the lack of supply chain transparency has heightened the risk of doing business with overseas partners. For a one-time cost, Panjiva SinoScreen will give U. S. companies immediate insight into the stability and viability of up to 20 Chinese manufacturers.

"Companies are acutely concerned with supply chain risk and are hungry for information that will shed light on the viability of their global manufacturers. When it comes to understanding the financial health of Chinese manufacturers, there is no better source for information than Sinosure," says Panjiva CEO Josh Green.

Over the last few years, Panjiva has sought a source of trustworthy financial information on companies in China. Sinosure, as the only provider of export insurance to Chinese manufacturers, has spent years accumulating massive amounts of information on these companies' financial health. And, because Sinosure makes decisions based on their analysis of this information, they have pioneered a best-in-class approach to assessing financial health.

Question:

What do you think makes Panjiva and Sinosure take a strong hold in China from the perspective of logistics?

IX. Discussion

1. Economy utility is not the only answer to customer satisfaction. What other elements do you think may contribute to customer satisfaction?
2. How to understand the CLM definition of logistics?
3. How can you get the CEO and top management in your company to recognize the powerful benefits that supply chain management—and supply chain professionals—bring to a company?
4. Pair work. Please think about
 - 1) how to communicate in a way that top management will understand and appreciate;
 - 2) how to increase your leadership capability;
 - 3) how to develop world-class collaboration skills.

Text 2 Activities of Logistics

Listening

Current Indian Logistics

Words and Expressions

a host of		一些
align	v.	使结盟
burgeon	v.	急速成长
diversify	v.	使多样化
downturn	n.	下降趋势
dwarf	v.	阻碍; 使相形见绌
East India Company		东印度公司
expedition	n.	远征, 征伐
implement	v.	执行, 履行
navigate	v.	驾驶; 导航
present	v.	呈献
reap	v.	收割, 采收
reclaim	v.	收回
resilient	adj.	弹回的; 有弹性的
spur	v.	鼓舞, 刺激
subcontinent	n.	次大陆
subsidiary	n.	子公司
trustworthy	adj.	值得信任的, 可靠的