



“十二五”职业教育国家规划教材
经全国职业教育教材审定委员会审定

物流专业英语

(第3版)

主 编◎白世贞 吴 绒



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图章印

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副主编 牟维哲

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再版前言

随着全球经济一体化的发展,物流作为现代服务经济的重要组成部分,已经成为中国经济发展的重要产业和新的经济增长点。物流工作者不仅需要具备娴熟的基本物流操作技能,而且应掌握流利的英语来支撑其工作,要能熟练地与国外物流公司进行商务谈判,能看懂并填写英语物流单证,能与外国客户交流、洽谈等。因此,对于高职院校的物流管理专业学生来说,学好物流专业英语是他们在工作竞争场上战胜其他对手的重要筹码。本教材的编写从职业岗位需求出发,培养学生的物流业务能力和综合职业素质,展现出专业性、知识性、技能性及生动性。

《物流专业英语》被教育部职业教育与成人教育司批准为“十二五”职业教育国家规划教材选题立项。按照职教司9号文件《教育部关于“十二五”职业教育教材建设的若干意见》中明确说明的“在职业院校推行适应项目学习、案例学习等不同学习方式的教材”,本教材在第一版的基础上进行了知识结构的调整,并采用项目学习的方式编写。整个体系分为基本物流理念、传统物流、现代物流三大板块共十一个项目,每一项目由四部分构成:

第一部分(Part A),进行学习导引,确定项目的知识目标和技能目标,听写句子、短文和对话,训练学生的听力及口语能力。

第二部分(Part B),进行知识学习,包括2~4个专题任务,由关键术语、专业知识、单词和词汇、重点难点解析所构成。

第三部分(Part C),进行技能学习,将学生分成不同的小组,通过问题答疑、对话练习等完成小组任务。

第四部分(Part D),进行项目测试,设置了课后测试、任务练习以及案例、知识点等相关链接,以巩固学习目的。

与上版教材相比,本书一是注重岗位应用,紧密围绕物流企业工作流程所需的相关知识和技能来组织教学内容。对话均以常见物流业务场景为背景,教学安排有听、说、写、练,内容充实,形式活泼,强调交流互动。二是编排体系独特,将听力练习、课文讲解、情景对话、写作练习等模块融为一体,并配备课后答案,易教易学。

本书由白世贞、吴绒任主编,牟维哲任副主编,项目一、六由牟维哲编写,项目二由鄢章华编写,项目三、四、五、七、八、九、十、十一由吴绒编写,参加前期资料收集与整理的有李萌、郭秋霞、卜宇超、段铁剑等。全书由白世贞总审。

本书不仅是物流专业中、高职学生学习专业英语的优秀教材,还可作为各类大专院校物流管理和相关专业教学用书,同时也是物流行业的从业人员学习物流专业知识、提高专

业英语水平不可多得的读本。

本教材编写过程中，各兄弟院校及有关单 位给予了帮助和支持，在此表示衷心感谢。由于条件所限，时间仓促，书中难免有不尽如人意之处，敬请读者批评指正。

编者
2015年3月



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Project 1 Introduction to Logistics

Part A Learning Guiding

Learning Objectives

- I. Knowledge (theoretical)
 - 1. To describe logistics and scope of Concept of Logistics Management.
 - 2. To understand the elements of logistics.
 - 3. To include business definition of logistics and military definition of logistics.
- II. Understanding (theoretical)
 - 1. To understand key terms and theories of Project 1
 - 2. To know what is logistics.
 - 3. To learn...

Logistics and Logistics System

Listening and Reading

1. Listen to the audio and fill in the blanks with the words you hear.
 Logistics is a new marketing term. It is a...
2. Obviously, each of these terms refers to the _____ of goods and information, from a point of origin to a point of demand, etc.
3. A logistics planning technique for the _____ of material, services, information, and capital flows.
4. Logistics management are more active than that of _____ of goods.
5. In some respects, it is a _____ of being business.
6. In the 1970s, postage and air freight rates were high, and the world was in a...
 The business managers of both these _____ are also known by the name of a...
 you are that might be a bit outdated and it _____ to the age. While some managers might
 be able to see the problem, they _____ So when combining all of them together to
 solve the problem requires a common solution, in our logistics manager should regard the
 customer as the _____ These activities and keep them emphasized on the customer
 as the _____

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Answers *Logistics and Logistics System*

References





Project 1 Introduction to Logistics

Part A Learning Guiding

【Learning Objectives】

I. Knowledge Objectives

1. To master logistics definition of Council of Logistics Management.
2. To understand the elements of logistics.
3. To know business definition of logistics and military definition of logistics.

II. Technology Objectives

1. To understand key terms and phrases of project 1.
2. To know notes of project 1.
3. To learn to make dialogues according to logistics situation.

【Listening and Reading】

I. Listen to the sentences and fill in the blanks with the words you hear.

1. Logistics is a term starting from the _____ field.
2. Obviously, each of these terms refers to the _____ of goods and information from a point of origin to a point of consumption.
3. A business planning framework for the _____ of material, service, information and capital flows.
4. Logistics encompasses much more than just the _____ of goods.
5. Most companies regard logistics as a _____ of doing business.

II. Listen to a passage and fill in the blanks with the words you hear.

The benefits accompanied with these a _____ are sometimes in the form of a t _____ product that must be manufactured and m _____ to the user, while sometimes are intangible and are known as s _____. So what combines all of these f _____ together is their ability to improve customer satisfaction. In sum, logistics manager should regard logistics as a way to i _____ these activities and keep them emphasized on the customer rather than s _____ processes.

III. Listen to a dialogue and fill in the blanks with the words you hear, then practice the dialogue with your partner.

Making a Flight Reservation

(Mr. Wilson, a businessman from Manchester, is going to China by Air to attend Tianjin Import & Export Commodity Fair. He makes a flight reservation for his trip to Tianjin.)

Agent: May I help you, sir?

Wilson: Yes. I'd like to book one _____ from Manchester to Tianjin.

A: Sorry, I'm afraid there aren't any _____ flights. You'll have to change in London.

W: That's all right.

A: When are you flying?

W: Next Tuesday.

A: There is a flight leaving Manchester for London next Tuesday at 10:30 a. m. and the _____ connecting flight is at 12:45 p. m.

W: Will I have enough time in London to _____ flights?

A: Don't worry, sir. There will be plenty of time left. You will be _____ in London at 11:25 a. m.

W: Fine.

A: May I have your name, please?

W: Mark Wilson, M-A-R-K, W-I-L-S-O-N.

A: Do you want to fly first or _____ class?

W: Economy, please.

A: One way or round trip?

W: Round trip. How much is the Air fare?

A: The Air fare for a round trip is 730 pounds.

Part B Knowledge Learning

Task 1.1 Definitions of Logistics

【Key Terms】

logistics	物流	information flow	信息流
capital flow	资金流	raw material	原材料
work in process	在制品	reverse logistics	逆向物流



Distribution Center (DC) 配送中心 physical distribution 实体分销

【Text】

There are various definitions of different editions. The term is defined as follows:

【Para 1】 Business Definition (商业物流定义)

Logistics 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's business environment.

【Para 2】 Military Definition (军事物流定义)

The science of planning and carrying out the movement and maintenance of forces... those aspects of military operations that deal with the design and development, acquisition, storage, movement, distribution, maintenance, evacuation and disposition of material; movement, evacuation, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition of furnishing of services.

【Para 3】 Council of Logistics Management Definition (美国物流管理协会的物流定义)

The process of planning, implementing, and controlling the effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements. Note that this definition includes inbound, outbound, internal and external movements, and return of materials for environmental purposes.

【Para 4】 General Definition (一般物流定义)

From these definitions logistics can be briefly described as: Logistics is the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory (and the related information flows) through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost-effective fulfillment of orders.

A logistics configuration shows the key components of logistics and the importance of physical flows and information flows. (Figure 1.1)

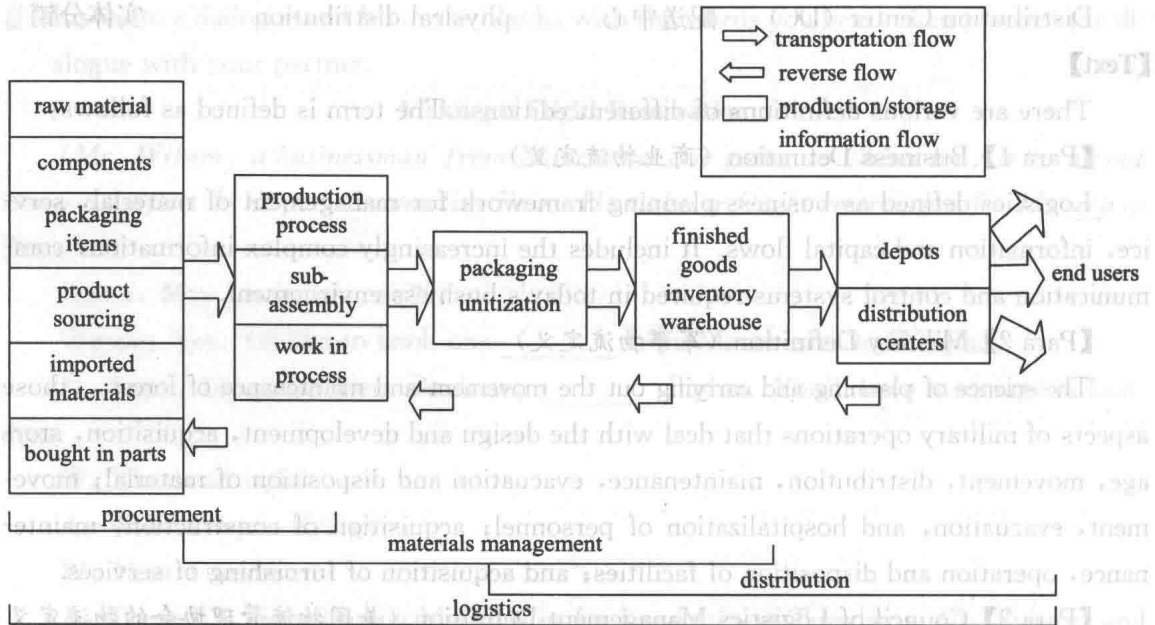


Figure 1.1 Logistics Configuration

【New Words and Phrases】

- | | |
|-----------------|--------------------------|
| various | adj. 各种各样的; 各个的, 个别的 |
| definition | n. 定义; 规定 |
| framework | n. 构架; 框架; 结构 |
| capital | n. 首都; 资本 |
| complex | adj. 复杂的; 合成的 n. 复杂; 合成体 |
| communication | n. 通信; 交流; 书信; 传达 |
| maintenance | n. 维持; 维护, 维修 |
| acquisition | n. 获得, 取得 |
| evacuation | n. 撤空, 撤离; 疏散 |
| hospitalization | n. 医院收容, 住院治疗; 留诊 |
| furnishing | v. 陈设, 布置; 提供 |
| implement | vt. 实施, 执行 |
| consumption | n. 消费; 耗尽 |
| conform | vi. 符合; 遵照 |
| strategically | adv. 战略上 |
| procurement | n. 获得; 采购 |
| inventory | n. 存货; 财产目录; 存货总值 |
| current | adj. 现在的, 最近的; 流行的 |
| configuration | n. 组合, 布置; 结构, 构造 |



【Notes】

1. Logistics defined as business-planning framework for management of material, service, information and capital flows.

物流可以定义为对物料、服务、信息和资本流动进行管理的商业规划框架。

2. The process of planning, implementing, and controlling the effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements.

为了满足客户需求而对起源地到消费地的货物、服务及相关信息的高效流动和储存进行计划、执行和控制的全过程。

3. A logistics configuration shows the key components of logistics and the importance of physical flows and information flows.

物流结构图显示了物流的关键部分以及实物流和信息流的重要性。

Task 1.2 Elements of Logistics

【Key Terms】

location of warehouse	仓库的位置	stock storage and retrieval	货物的存储与提取
unit load	单元货载	mode of transportation	运输方式
protective packaging	保护性包装	freight consolidation	货运整合
handling system	装卸系统	control of procedures	控制程序

【Text】

Important elements of logistics include the following categories:

【Para 1】 Warehousing and Materials Handling (仓储与物料搬运)

- ◇ Location of warehouses
- ◇ Number and size of depots
- ◇ Type of operation
- ◇ Selection and replacement of equipment
- ◇ Order-picking procedures
- ◇ Stock storage and retrieval
- ◇ Etc.

【Para 2】 Transportation (运输)

- ◇ Mode of transportation
- ◇ Type of delivery operation
- ◇ Freight consolidation
- ◇ Vehicle scheduling
- ◇ Route scheduling
- ◇ Etc.

【Para 3】 Inventory (库存)

- ◇ What is stock?
- ◇ Where is stock?
- ◇ How much is stock?
- ◇ Etc.

【Para 4】 Packaging and Unitization (包装与单元化)

- ◇ Unit load
- ◇ Protective packaging
- ◇ Handling systems
- ◇ Etc.

【Para 5】 Information and Control (信息与控制)

- ◇ Systems designing
- ◇ Information collection, storage and manipulation
- ◇ Data analysis
- ◇ Control of procedures
- ◇ Etc.

【New Words and Phrases】

category	n. 种类, 类别
warehouse	n. 仓库, 货栈; 批发商店
depot	n. 仓库; 火车站或汽车站; 航空站
operation	n. 操作; 经营; 手术
replacement	n. 代替; 归还; 复位
stock	n. 库存
storage	n. 储存, 储藏; 仓库
retrieval	n. 收回, 挽回; 检索
delivery	n. 传送, 投递
freight	n. 货运, 货物; 运费; 船运货物; 货运列车
consolidation	n. 巩固; 联合, 合并
vehicle	n. 车辆, 交通工具
schedule	n. 时刻表; 进度表
handling	v. 操作; 驾驶
design	vt. 设计; 计划; 企图
collection	n. 收集, 采集; 收藏品
manipulation	n. (熟练的) 操作; 操纵, 控制
analysis	n. 分析, 分解
control	vt. 控制; 限制; 管理; 支配



number and size of depots	仓库的数量和大小
selection and replacement of equipment	选择和更换设备
stock storage and retrieval	货物的储存和提取
vehicle scheduling	车辆调度
information collection, storage and manipulation	信息的收集、储存和处理

Part C Technology Learning

【Group Task】

- I. Find out the terms of this project with your partner, and compete with other groups.
- II. Discuss the following questions with your partner.
 1. What does the term “logistics” originate from?
 2. How do you comprehend “logistics” encompassing much more than just the transport of goods?
- III. Practice the following dialogue with your partner and act in class.

Introduction to Logistics Company

(Li Jian, the sales representative of Zhongji Shipping Company, is talking with Erik, a potential customer.)

Li: Welcome to our company, Mr. Erik. Nice to meet you.

Erik: Me too.

Li: Mr. Erik, my name is Li Jian. Here is my card. I'm willing to introduce my company.

Erik: Thank you for a lot of care.

Li: Our business covers import and export container transportation and agency, door to door pickup and delivery, customs clearance, warehousing and consolidation.

Erik: I see.

Li: Zhongji has become one of the market leaders in China's freight forwarding and logistics industry today.

Erik: Uh-huh.

Li: We have helped Ford to substantially reduce logistics costs.

Erik: Please explain in detail.

Li: Of course, that was one of the best results achieved in the beginning of the 2000s.

Erik: One of the best results? In what way?

Li: We improved their management by optimizing their plans of demonstration before plunging into action. As a result, the overall utilization was raised considerably.

Erik: It's amazing.

Li: If you are concerned about logistics questions, you can ask any one. We have a reputation for top service.

Erik: I hope so.

Li: If you have a moment, I'm hoping to visit you.

Erik: Well, you are welcome, I'd like to hear your suggestion.

【Project Conclusion】

This project includes: definitions of logistics including business logistics definition, military logistics definition, Council of Logistics Management definition and general definition; basic elements of logistics including warehousing, transportation, inventory, material handling, packaging, information control, etc. Through the study of this project, students should master the key terms, comprehend difficult and core sentences in this project, and can make dialogues according to logistics situation to improve listening, speaking and writing skills.

Part D Project Exercises

【Questions】

I. Choose the best answer for each question.

1. The term "logistics" originates from _____.

- A. ancient Rome B. ancient Greece
C. China D. Japan

2. Logistics does not involve _____.

- A. packaging B. material handling
C. warehousing D. business flow

3. Logistics does not include _____ in today's business environment.

- A. complex information B. material handling
C. communication D. control system

4. A logistics configuration shows the key components of logistics and the importance of physical flows and _____.

- A. capital flows B. transportation flows
C. information flows D. business flows

5. _____ should be involved about the information and control.

- A. Data analysis B. Transportation system
C. Freight consolidation D. Protective packaging