



“十二五”普通高等教育本科国家级规划教材  
国家双语教学示范课选用教材

王淑云◎主编

*Contemporary  
Logistics*  
Chinese-English Version

# 现代物流

第二版

英汉  
对照



人民交通出版社股份有限公司  
China Communications Press Co., Ltd.



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## 内 容 提 要

本书是在《现代物流》(英汉对照)基础上进行的全面整合和补充完善,为国家双语教学示范课规划教材并列选普通高等教育“十二五”规划教材。全书共十个单元,每个单元包括英文知识、单词与短语、难点注释、思考题、阅读材料和中文翻译。英文内容主要是现代物流和供应链管理的最新理论及主要物流职能管理的知识精要;思考题紧扣专业内容;阅读材料着重强调了国际物流知识,以便更好地服务于国际商务。为了增强对该书内容的理解,本课程开辟了专门的课程网站,配有全程教学视频(<http://xdwl.ytu.edu.cn>)。

本书可作为普通高等学校、高等职业技术学院物流管理专业、供应链管理专业、交通运输管理专业、工商管理专业和国际经济与贸易等专业的双语教材或专业英语教材,亦可作为工业企业、商贸企业和物流企业的从业人员在物流实践中的参考用书。

### 图书在版编目(CIP)数据

现代物流:汉英对照/王淑云主编.-2版.-  
北京:人民交通出版社股份有限公司,2016.6  
ISBN 978-7-114-13049-6

I. ①现… II. ①王… III. ①物流-双语教学-高等学校-教材-英 IV. ①F252

中国版本图书馆CIP数据核字(2016)第117644号

书 名: 现代物流(英汉对照)(第二版)  
著 作 者: 王淑云  
责任编辑: 高 培 王景景  
出版发行: 人民交通出版社股份有限公司  
地 址: (100011)北京市朝阳区安定门外外馆斜街3号  
网 址: <http://www.ccpres.com.cn>  
销售电话: (010)59757973  
总 经 销: 人民交通出版社股份有限公司发行部  
经 销: 各地新华书店  
印 刷: 北京鑫正大印刷有限公司  
开 本: 720×960 1/16  
印 张: 22  
字 数: 367千  
版 次: 2010年9月 第1版  
2016年6月 第2版  
印 次: 2016年6月 第2版 第1次印刷  
书 号: ISBN 978-7-114-13049-6  
定 价: 48.00元  
(有印刷、装订质量问题的图书由本公司负责调换)

# 序

物流、商流、信息流被称为经济运行的三大支撑。21 世纪以来,我国政府对物流业的发展愈加重视。国家在“十三五”规划中指出“要推进产业组织、商业模式、供应链、物流链创新,支持基于互联网的各类创新”。而现代经济的发展很大程度上取决于物流水平,物流水平又取决于适应现代社会发展需要的新型物流人才的数量和质量。20 世纪 90 年代以来,我国高等学校的物流教育开展得很快,但物流人才的培养数量同物流产业升级、对外开放和互联网迅速发展所产生的人才需求相比,缺口仍然非常大。质量上,理论与实践脱节现象严重,应用型及复合型国际物流人才的培养比较薄弱,难以满足市场需求。鉴于此,现代物流非常适合选用双语教学。既获得先进的物流知识又能与国际快速接轨。

多年来,作者对发达国家物流理论的发展动向、理念进行了潜心研究,对我国物流业的发展提出了很多有益见解。作者致力于现代物流的双语课程建设也颇有成效,为物流类国家级双语课程建设项目。基于国家双语课程建设,所编写的教材《现代物流》(英汉对照)又获批国家“十二五”规划教材。《现代物流》一书,结构严谨、内容新颖、实用性强。在结构编写上,从物流供应链管理理论出发,介绍了物流主要功能管理精要,并对绩效管理方法和一体化物流管理成效进行了分析,为物流供应链管理提供了系统性知识体系;在内容上,引入了国际上最新的物流与供应链管理理论与实务,有助于更好地借鉴国外先进的管理方法和经验,加快我国现代物流业的发展;在形式上,采用双语的方式,便于高等学校的物流管理、供应链管理、工商管理、国际经济与贸易、交通运输等专业学生及广大从业人员更好地掌握物流精髓,实践物流业务和提高国际竞争力。

中国工程院院士  
温俊峰

# 前 言

21 世纪是经济全球化的时代,社会经济发展对教育事业提出了更高要求。教育部在《关于加强高等学校本科教学工作教学质量的若干意见》中指出,“为适应经济全球化和科技革命的挑战,本科教育要创造条件使用英语等外语进行公共课和专业课教学。为了贯彻落实教育部的文件精神,许多高校纷纷开设“双语”课程,用英语进行公共课和专业课教学,并积极投入到双语教学课程建设之中。

现代物流无论作为产业发展还是学科发展,在国际上起步早,发展成熟。然而,在我国直到 20 世纪末才得以重视和发展。社会上急需集综合性、应用性与较高英语水平为一体的复合型物流人才。开展现代物流双语教学势在必行。

借《现代物流》(英汉对照)获批国家“十二五”规划教材建设项目的东风,课程组对《现代物流》教材及课程网站进行了修订补充,以期更好地满足社会需要。

《现代物流》(英汉对照)不仅知识与时俱进,而且图文并茂。全书由十个单元组成,每个单元又分英文知识,单词,短语与表达,难点注释,思考题,补充材料和中文翻译等部分。英文内容主要是现代物流和供应链管理的最理论及主要物流功能管理的知识要点;思考题紧扣相关内容旨在促进有关知识的掌握;阅读材料着重强调了国际物流知识,以更好地服务于国际商务。

全书由王淑云负责撰写任务和统稿工作。李艳丽对本书的第二、第九和第十单元进行了修订和补充,张东芳对本书的第五、第六和第八单元进行了修订和补充,中国人民武装警察部队学院基础部英语教研室的包慧参编了本书。任立停和赵天鹏负责本书图表的绘制工作,张帅和陈静编写了部分练习与思考题并参与了全书的校对工作。李少如教授对全书进行了最后统校。

本书既可作为普通高等学校、高等职业技术学院物流管理专业、交通运输管理专业、工商管理专业和国际经济与贸易等专业的双语教材或专业英语教材,亦可作为工业企业,商贸企业和物流企业的从业人员在物流实践中的参考用书。

本书在撰写过程中得到了人民交通出版社股份有限公司高培编辑的大力支持,在此表示衷心感谢。

由于作者水平有限,错误在所难免,敬请读者批评指正。

作 者  
2016 年 5 月

# CONTENTS

## Unit 1 What is Logistics Management?

The definition of logistics .....	1
The origin and development of logistics .....	5
The characteristics of logistics .....	5
Activities included in logistics management .....	11
Reading Material .....	22

## Unit 2 Supply Chain Management

The emergence of the supply chain concept .....	38
The definition of supply chain management .....	40
The components of supply chain from the focal firm's perspective .....	41
Characteristics of supply chain management .....	44
Challenges of supply chain management .....	47
Reading Material .....	53

## Unit 3 Recent Trends in Logistics

Third-party logistics .....	66
Outsourcing .....	69
Global logistics .....	71
Virtual warehousing .....	74
Reverse logistics .....	76
Benchmarking .....	78
Reading Material .....	83

## Unit 4 The Development of Logistical Integration

Integrated logistics concept .....	98
Why should logistics activities be integrated? .....	99
Logistical integration objectives .....	105
The development of logistical integration .....	107
Reading Material .....	118



## Unit 5 Transportation

The role of transportation .....	135
Transportation system .....	136
Factors influencing transportation costs .....	137
Transportation service characteristics .....	140
The economic and service characteristics of different transportation modes .....	140
Other transportation arrangements .....	146
Legal forms of transportation .....	149
Reading Material .....	154

## Unit 6 Warehousing

Definition .....	171
Nature and importance of warehousing .....	171
Functions of warehousing .....	178
Warehouse decision strategy .....	179
Warehouse planning and management .....	180
Reading Material .....	186

## Unit 7 Inventory

Why hold inventory .....	200
Types of inventory .....	204
Inventory costs .....	208
Inventory management .....	211
Reading Material .....	219

## Unit 8 Distribution Channel and Customer Service

Distribution channel .....	235
Customer service .....	241
Reading Material 1 .....	250
Reading Material 2 .....	252

## Unit 9 Materials Management and Purchasing

Materials management .....	266
Purchasing .....	271
Just-in-time purchasing .....	280



## CONTENTS

Reading Material .....	288
<b>Unit 10 Logistics and Corporate Profit Performance</b>	
Logistics performance assessment .....	305
Impacts of logistics system change on corporate profit performance .....	313
The strategic profit model .....	315
Reading Material .....	323

# 目 录

## 第1单元 什么是物流管理

定义	24
现代物流的起源和发展	27
物流特征	27
物流管理活动	31
阅读材料	37

## 第2单元 供应链管理

供应链概念的出现	56
供应链管理的定义	57
从核心企业的角度看供应链的组成	58
供应链管理的特点	60
供应链管理的挑战	62
阅读材料	64

## 第3单元 物流的新趋向

第三方物流	86
外包	88
全球物流	90
虚拟仓储	92
逆向物流	93
标杆技术	95
阅读材料	96

## 第4单元 物流一体化的发展

一体化物流的概念	120
物流活动为什么要一体化	121
物流一体化的目标	125
物流一体化的发展	127
阅读材料	133



## 第5单元 运输

运输的作用 .....	157
运输系统 .....	158
影响运输成本的因素 .....	158
运输服务特性 .....	161
不同运输方式的经济与服务特征 .....	161
其他运输安排 .....	165
运输承运人类别 .....	167
阅读材料 .....	168

## 第6单元 仓储

定义 .....	188
仓储的性质和重要性 .....	189
仓储功能 .....	194
仓库决策战略 .....	195
仓库计划和管理 .....	195
阅读材料 .....	198

## 第7单元 库存

为什么要储存货物 .....	221
库存类型 .....	224
库存成本 .....	227
库存管理 .....	229
阅读材料 .....	233

## 第8单元 分销渠道和客户服务

分销渠道 .....	254
客户服务 .....	258
阅读材料 1 .....	263
阅读材料 2 .....	264

## 第9单元 物料管理和采购

物料管理 .....	290
采购 .....	294
即时采购 .....	301
阅读材料 .....	304

## 第 10 单元 物流与公司的利润业绩

物流绩效评价 .....	325
物流系统变化对企业利润的影响 .....	331
战略利润模型 .....	332
阅读材料 .....	335
参考文献 .....	337



# Unit 1

## The definition of logistics

The Council of Logistics Management (1985) defined the logistics as 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 conforming to the customer needs.

In practice, the terms “logistics” and “supply chain management” are now used interchangeably, so the Institute of Logistics (1998) can give the following definitions:

Logistics is the time related positioning of resource or the strategic management of the total supply chain. The supply chain is a sequence of events intended to satisfy a customer. It can include procurement, manufacture, distribution, and waste disposal, together with associated transport, storage and information technology.

The Council of Supply Chain Management Professionals (CSCMP, 2005) defined logistics management as the follows:



“Logistics management is 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.”

Included within the definition of logistics are customer service, traffic and transportation, warehousing and storage, plant and warehouse site selection, inventory control, order processing, distribution communications, procurement, material handling, parts and service support, salvage and scrap disposal, packaging, return goods handling, and demand forecasting. Figure 1-1 illustrates the components of logistics management.

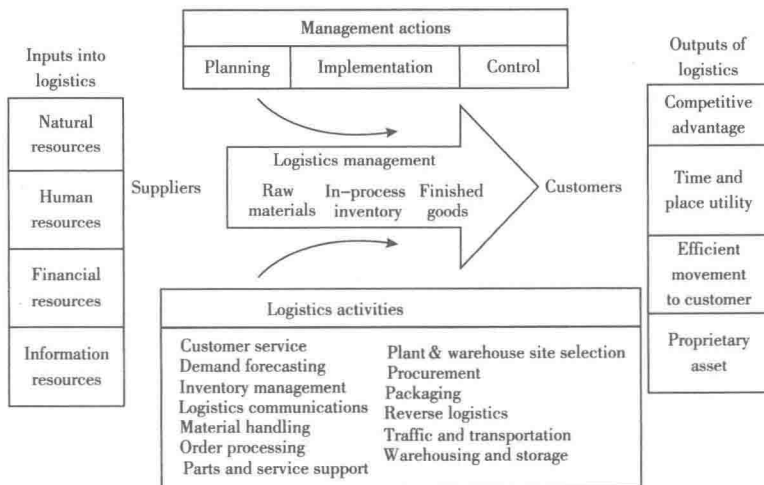


Figure 1-1 Components of Logistics Management

Efficient management of the flow of goods from point-of-origin to point-of-consumption at the macro society or micro firm levels requires successfully planning, implementing, and controlling a multitude of logistics activities. The activities may involve raw materials (subassemblies, manufactured parts, packing materials, basic commodities), in-process inventory (product partially completed and not yet ready for sale), and finished goods (completed products ready for sale to intermediate or final customers). Effective logistics management enhances the marketing effort of the firm which can create competitive advantage in the marketplace, the

efficient movement of products to customers, and time and place utility of products. It can be treated, in accounting terms, as a proprietary asset of the company.

### Logistics Provides Competitive Advantages

As part of the company's marketing effort, logistics plays a key role in satisfying the firm's customers and achieving a profit for the company as a whole. Logistics' ability to provide customer service, coupled with marketing's skill in generating and completing sales, create an acceptable level of customer satisfaction, which can lead to a differential advantage in quality and uniqueness.

Integrated effort requires that company coordinate its marketing activities (product, price, promotion and distribution) to achieve synergistic results: the total should be greater than the sum of its parts. Long term profitability and lowest total cost leadership advantages will occur. Wal-mart, Southwest Airlines, Generic Drugs are examples.

Information connectivity created the potential for developing responsiveness in reliability, quickness, flexibility, etc. e. g. , Dell, Overnight delivery services.

Through the competitive advantage obtained, the company market share can be attracted. The philosophy is as Figure 1-2.

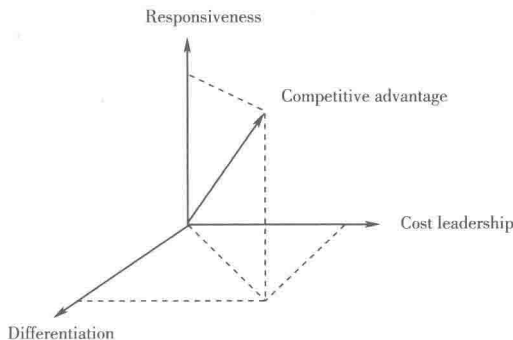


Figure 1-2 Strategy for Competitive Advantage

### Logistics Adds Time and Place Utility

Manufactured products possess some value or utility because an assemble item is worth more than its unassembled components or raw materials. A completed auto-



mobile, for example, is much more valuable to a consumer than its unassembled parts. The value, or utility, of making materials available in a completed state is called form utility. To the consumer, however, the product not only must have form utility, it must be in the right place, at the right time, and be available to purchase. The value added to products beyond that added by manufacturing, is called place, time and possession utility. The logistics activity provides place and time utility, while marketing provides possession utility.

### Logistics Allows Efficient Movement to the Customer

Efficient movement to customers is referred to the “five rights” of a logistics system. The five rights include the supply of the right product at the right place at the right time in the right condition for the right cost to those customers consuming the product. Figure 1-3 illustrates that logistics is an important component of business that must be managed effectively.

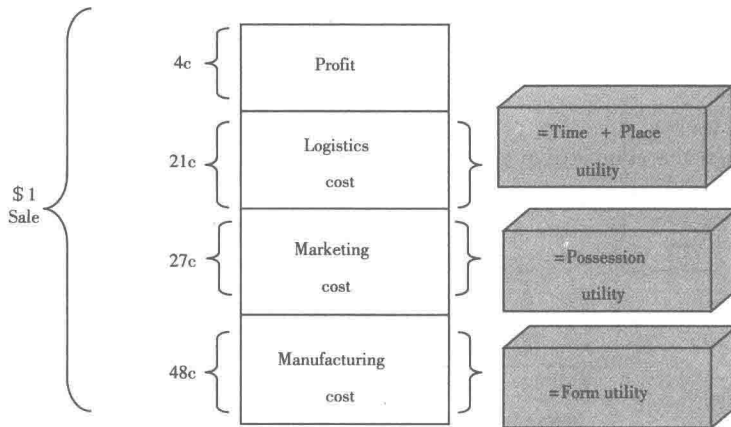


Figure 1-3 Major Costs of Doing Business and Utilities

### Logistics is a Proprietary Asset

An efficient and economical logistics system is similar to a tangible asset on a corporation's books. And it cannot be readily duplicated by the firm's competitors. If a company can provide its customers with products quickly and at low cost, it can gain market share advantages over its competitors. It might be able to sell its product at a lower cost as a result of logistics efficiencies, or provide a higher level of customer service, thereby creating goodwill. Although no firms presently identi-



fy this “Asset” in their balance sheets, it theoretically could be shown as an intangible asset, a category that includes such items as patents, trademarks, and reputations.

## The origin and development of logistics

In 1901, John F. Crowell discussed the costs and factors affecting the distribution of farm products in the U. S. government’s Report of the Industrial Commission on the Distribution of Farm Products.

In 1905, Chauncey B. Bake discussed logistics in his book “Armed Forces and Army Supplies Transportation”.

In 1916, Arch W. Shaw discussed the strategic aspects of logistics in his book “Approach to Business Problem”.

During the Second World War, logistics management was used meaning supply, distribution and replacement of materials and personnel for the armed forces.

In the 1950s, physical distribution was further developed in business. In this period, P. D was introduced from USA in the late 1950s to Japan.

In the 1960s, logistics was studied from a system’s or company-wide perspective (contemporary logistics).

During the late 1960s and into the 1980s, a lot of textbooks, articles, journals and conferences were devoted to the subject of logistics management. Logistics was introduced to China in the early 1980s from Japan.

In the 2000s, the development of IT has made logistics management more efficient and effective and devoted to supply chain logistics.

## The characteristics of logistics

### Value Added

Value added services refer to unique or specific activities that firms can jointly develop to enhance their efficiency and/or effectiveness. Value-added services help foster customer success. Because they tend to be customer-specific, it is difficult to generalize all possible value-added services.

When a firm becomes committed to value-added solutions for major customers, it rapidly becomes involved in customized or tailored logistics. It is doing unique things to enable specific customers to achieve their objectives. IBM’s ability to pro-