

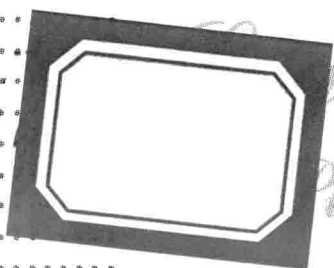
*Logistics and
Purchasing English*

物流与采购英语

江先琼 裴胜新 ◎ 主编

清华大学出版社





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内 容 简 介

本书以物流活动为主线,讲述了物流所涉及的流程。本书包含了物流英语中常见和常用的模块,内容通俗易懂,配有背景图,形象直观,让学生在情景中学习和练习并增强记忆,在反复的练习中把物流英语的短期记忆转化为永久性记忆,使学生能在将来的工作岗位上得心应手地使用物流英语。

本书适合物流管理、报关与国际货运专业专科学生以及对物流英语感兴趣的人士学习使用,也可作为从事物流专业人员进一步提高英语口语水平的参考书。

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前 言

随着中国物流与采购业的迅猛发展,对物流与采购人才的需求不断增加。目前商务采购与物流从业人员普遍存在着“专业能力胜任、外语水平还可、专业英语较差”的现象,尽快提高商务采购与物流从业人员的专业英语水平就成了当务之急,这就要求有一本适合商务采购与物流从业人员学习的专业英语教材。

本书在选材方面,收集了商务采购活动及物流运营中具有典型代表、操作性强的核心内容,紧扣当前商务采购与物流实战运作,使读者能“零距离”接触采购与物流运营的各个主要面,本书还着重探讨了现代物流主要环节,完全针对当前市场的实际需要。教材具有涉及范围广、覆盖面宽、通俗易懂、言简意赅等特点,自成一体,环环紧扣,便于理解与巩固所学知识。

本教材具有以下专业特色。

(1) 让读者从企业实体出发,感性接触物流与采购专业英语,从易到难,通俗易懂。

(2) 内容编排依照商务谈判、采购、运输、仓储与库存、包装、配送、信息与供应链管理的顺序,遵循了采购与物流实际运营习惯和供应链管理规律。

(3) 内容丰富,博采众长,既提供真实的物流与采购有关对话,又提供讨论性话题和辩论性主题,在学习物流与采购专业知识的同时,能够进行流畅自如的交流。

(4) 每单元除了会话之外,还有课文、课文句子翻译等内容,在学习口语的同时,掌握丰富的物流与采购专业词汇、专业术语和行业习惯用语,为将来从事实际的物流运营操作与供应链管理奠定良好的基础。

(5) 图文并茂,使读者能身临其境,也使一部分参加工作的读者能够在工作中现学现用。

本书由 9 个单元组成,每单元由对话、课文、单词和短语、课文句子注释、练习等 5 个部分组成。书后附有部分练习题的参考答案、物流实务操作相关单据及世界主要港口名称。

本书适合商贸、物流专业专科学生学习使用,也可供对物流与采购感兴趣的人士使用,还可作为商贸物流专业人员进一步提高英语口语水平的参考书。

本教材在编写过程中得到了有关人士的热情帮助和大力支持,在此表达我们真诚的感谢。

由于时间仓促,加之作者水平有限,书中错误和疏漏之处在所难免,尚祈各界人士不吝赐教,以期尽善,并致谢忱。

编 者

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Chapter One Logistics

Part I

Dialogue Introduce My Company

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



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

Erik: Me too.

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

Erik: Thanks. Please go on.

Mr. Li: Our business covers container transportation and its agency for import and export, door to door pickup and delivery, customs clearance, warehousing and consolidation.[1]

Erik: I see.

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

Erik: Uh-huh.

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

Erik: Please explain it in details.

Mr. Li: Yes, of course. It was one of the best results achieved at the beginning of the 2012. [2]

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

Mr. Li: We improved their management by optimizing their logistics plans and logistics activities. As a result, the overall utilization of logistics resources was raised considerably. [3]

Erik: It's amazing.

Mr. Li: You could ask any question if you had. We have a reputation for top service.

Erik: I hope so.

Mr. Li: If you have time, I'm hoping to visit you in a few days.

Erik: Well, you are welcome. I'd like to hear your suggestions for the visiting.

Text Definition of Logistics

There are various definitions of logistics. In China, the terms of logistics means the physical movement of goods from the supplier point to the receiver point. Based on the practical need, logistics integrates organically a variety of the basic functional activities, including transportation, storage, loading and unloading, packaging, handling processes, distribution and information management, etc.

Logistics is a part of the supply chain process including plans, implements, and controls the efficient and effective flow, storage of goods, services, and relates information from the point of origin to the point of consumption in order to meet customers' requirement.[4] The Council of Logistics Management has adopted this definition of logistics.

What is logistics in the sense that it is understood today? There are a number of definitions of what is understood by the word logistics. In some senses, the use of the word is simple, while in others, it is more complex. The following definitions will help to understand the term. [5]

1. Logistics: The procurement, maintenance, distribution, and replacement of personnel and material.[6]

—Webster's Dictionary

2. Logistics (business definition): A business-planning framework for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.[7]

—Logistics Partners Oy, Helsinki, FI

3. 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 requirements.[8]

—Canadian Association of Logistics Management

4. Logistics: The art of maintaining control over worldwide supply chains by a combination of transport, warehousing skills, distribution management and information technology.[9]

—Benson, R. and Whitehead, T.S. Transport and logistics

5. Logistics: The process of strategically managing the movement and storage of raw

materials, component parts and finished goods throughout the business from suppliers to final delivery to customers. [10]

—Christopher, M. Logistics the Strategic Issues

New Words and Expressions

- consolidation [kən,sɒli'deɪʃən] *n.* 集货, 配货
 container [kən'teɪnə] *n.* 容器; 集装箱, 货柜
 cover ['kʌvə] *vt.* 包括; 涉及
 definition [defɪ'niʃən] *n.* 定义, 概念
 forward ['fɔ:wəd] *v.* 发送, 递送, 货代
 freight [freɪt] *n.* 运输, 运费
 integrated ['ɪntɪgreɪtɪd] *adj.* 整体的; 完全的; 综合的; 集成的
 logistics [ləu'dʒɪstɪks] *n.* 后勤; 物流
 optimize ['ɒptɪmaɪz] *v.* 优化, 充分利用
 optimizing ['ɒptɪmaɪzɪŋ] *adj.* 最佳的, 优化的
 pickup ['pɪkʌp] *n.* 拾起; 捡起, 拿起; 整理; (飞机、船舶等的) 集运
 representative [ˌreprɪ'zentətɪv] *n.* 代表
 substantially [səb'stænʃəli] *adv.* 实质上; 大量地; 充分地
 transportation [ˌtrænsˈpɔ:teɪʃən] *n.* 运送, 运输
 utilization [ˌju:ˈtɪlaɪ'zeɪʃən] *n.* 利用
 warehouse ['weəhaʊs] *n.* 仓库, 货栈, 仓储
 door to door 挨家挨户; 门到门
 customs clearance 通关, 清关
 pickup and delivery 货物交接

Notes

1. Our business covers container transportation and its agency for import and export, door to door pickup and delivery, customs clearance, warehousing and consolidation.

我们公司业务涵盖了集装箱进出口运输和代理、通关、对交接货物以及仓储和集配货。

2. Yes, of course. It was one of the best results achieved at the beginning of the 2012.

当然, 这是 2012 年初我们取得最好业绩的项目之一。

3. We improved their management by optimizing their logistics plans and logistics activities. As a result, the overall utilization of logistics resources was raised considerably.

我们通过优化物流计划与物流作业活动，提高了其管理水平，使得整个物流资源的利用率得以大幅度提升。

4. Logistics is a part of the supply chain process including plans, implements, and controls the efficient and effective flow, storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirement.

物流是供应链活动的一部分，为满足客户需要而对库存商品、服务以及相关信息从产地到消费地的高效率、高效能地流动和储存进行的规划、实施与控制的过程。

5. What is logistics in the sense that it is understood today? There are a number of definitions of what is understood by the word logistics. In some senses, the use of the word is simple, while in others, it is more complex. The following definitions will help to understand the term.

当今，什么是物流？解释有很多种，有简单的，也有复杂的，下面这几种定义可以帮助理解什么是物流。

6. Logistics: The procurement, maintenance, distribution, and replacement of personnel and material.

物流就是人员和物料的采购、维护、匹配和替换。

7. Logistics (business definition): A business-planning framework for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment.

物流（商业定义）是对原材料、服务、信息和资金流等进行管理的业务计划框架。在当今商业环境下，它包括日益复杂的信息、通信和控制系统。

8. 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 requirements.

物流是指为了满足客户的需求，以最低的成本和最小的库存，实现原材料、半成品以及相关信息进行由商品的原产地到商品的消费地的计划、实施和管理的全过程。

9. Logistics: The art of maintaining control over worldwide supply chains by a combination of transport, warehousing skills, distribution management and information technology.

物流是通过整合运输、仓储技能、配送管理及信息技术，实现对全球供应链控制的一门艺术。

10. Logistics: The process of strategically managing the movement and storage of raw

materials, component parts and finished goods throughout the business from suppliers to final delivery to customers.

物流是通过从供应商到最终客户交付的原材料、零部件和产成品的运输与储存，实施战略管理的过程。

Exercises

1. Answer the following question.

- (1) How many types of definition of logistics are there in practice?
- (2) What is the meaning of logistics in China?
- (3) How many basic functional activities are there in logistics? What are they?

2. Discuss the following topic.

Do you know any logistic companies? What do they do?

3. Translate the following sentences.

- (1) 进出口货物都需要通关。(customs clearance)
- (2) 我们公司还做门对门的接送与递送货物业务。(pickup and delivery)
- (3) 贵公司陷入了经济困境中。(involve in)
- (4) 物流是货物重要的供应链。(the supply chain)
- (5) 中国政府正在加快物流园区的建设。(logistics park)

4. Supplemental Reading.

History of Logistics

Logistics as term was introduced into business by Peter Druker in 1960s, but the activity of goods movement existed from very ancient time when trading appeared. In the business world this activity used to be called “physical distribution”. It only refers to delivering raw materials and final products in manufacturing industries.

Logistics received recognition in military operations during World War II, and gained its momentum as it contributed to the effective distribution of machinery and supplies to troops. The U.S.A and allies have won the war through successful logistics capability. So in a military sense, the term “logistics” encompasses transport organization, army replenishments and material maintenance. And this sense has been enhanced in the 1991 Gulf War. This kind of movement is more than physical handling, but resource allocating and information management.