

教育部立项推荐高等职业教育物流管理专业  
紧缺人才培养指导方案配套教材



# 物流

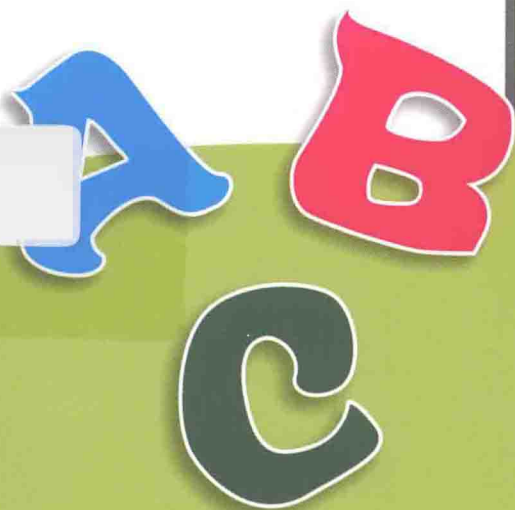
# 专业英语



主 编◎白世贞 吴 绒  
副主编◎邱泽国

(第2版)

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中国财富出版社  
CHINA FORTUNE PRESS

教育部立项推荐

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## 图书在版编目 (CIP) 数据

物流专业英语/白世贞, 吴绒主编. —2 版 —北京: 中国财富出版社, 2014. 7  
(教育部立项推荐高等职业教育物流管理专业紧缺人才培养指导方案配套教材)  
ISBN 978 - 7 - 5047 - 4485 - 2

I. ①物… II. ①白…②吴… III. ①物流—英语—高等职业教育—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2012) 第 235197 号

策划编辑 王宏琴  
责任编辑 王宏琴

责任印制 何崇杭  
责任校对 杨小静

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出版发行 中国财富出版社 (原中国物资出版社)

社 址 北京市丰台区南四环西路 188 号 5 区 20 楼

邮政编码 100070

电 话 010 - 52227568 (发行部)

010 - 52227588 转 307 (总编室)

010 - 68589540 (读者服务部)

010 - 52227588 转 305 (质检部)

网 址 <http://www.cfpress.com.cn>

经 销 新华书店

印 刷 中国农业出版社印刷厂

书 号 ISBN 978 - 7 - 5047 - 4485 - 2/H · 0110

开 本 787mm×1092mm 1/16

印 张 9.5

版 次 2014 年 7 月第 2 版

字 数 237 千字

印 次 2014 年 7 月第 1 次印刷

印 数 0001—3000 册

定 价 25.00 元

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## 再版序言

随着我国国民经济的快速发展,推动服务业大发展成为了“十二五”期间我国产业结构优化升级的战略重点。我国物流业在国家的高度重视下发展迅猛,产业不断升级。加快建立社会化、专业化、信息化的现代物流服务体系,特别是加强生产性物流体系建设,成为物流行业发展的重中之重。而物流行业的发展离不开高素质专业化的技能型人才的有力支撑,行业对物流人才的需求质量不断提高,需求数量逐年增加。物流职业教育必须围绕物流行业建设发展这一需要,按照“适应需求、有机衔接、多元立交”的要求,加快现代物流职业教育体系建设,系统培养技能型、高端技能型物流人才,以适应物流产业链不同层次和环节对人才的需求。

我们可以看到,物流人才培养工作在教育部和行业的重视下、在广大院校和企业的共同努力下蓬勃发展,物流职业教育得到各级主管部门的高度重视、大力推动,物流学科建设和人才培养工作得到了长足发展,为行业输送了大量技能型人才。截至目前,我国有824所高职院校和2000多所中职学校开设了物流专业,职业院校物流专业的在校生人数已突破了100万人。从行业对人才需求角度来看,“十二五”期间,我国物流行业领域每年大约需要新增就业人员130万人,其中85%是一线操作技能岗位,而目前职业院校物流专业每年的毕业生人数约为40万人,远远无法满足物流一线技能人才的需求。这说明目前我国物流职业教育仍面临着机遇与挑战。

中国财富出版社(原中国物资出版社)根据教育部制定的《高等职业教育物流管理专业紧缺人才培养指导方案》、《中等职业学校物流管理专业紧缺人才培养指导方案》出版的配套教材,自出版发行起在全国各职业院校物流专业广泛使用,得到众多专业教师的一致好评,取得了较大的社会效益和经济效益。鉴于教育部与全国物流职业教育教学指导委员会共同制定了《落实物流业调整和振兴规划,加快物流人才培养的工作计划》和《中职物流教学指导方案》,同时原配套教材出版时间至今已五年有余,中国财富出版社在行指委的指导下汇集原编写队伍对原配套教材进行更新和修订,重新出版“高等职业教育和中等职业学校物流管理专业紧缺人才培养指导方案配套教材”,使之满足各地职业院校培养高质量物流人才的教学需求。

经审定,两种职业技术教育物流管理专业配套教材既可作为高职、高专院校物流管理专业和中等职业技术学校物流管理专业的教材,亦可作为各层次成人教育和企业培训教学参考用书,也适合作为广⼤物流从业人员的自学读物。同时,对参加物流职业资格考试的人员具有较高的参考价值。在教材的编写过程中得到了行指委有关领导及许多院校专家、教授和物流企业领导的大力支持,在此一并致谢。由于编写时间仓促,加上编者水平有限,书中难免会有不足之处,恳请广大读者提出宝贵意见,以日臻完善。

高等职业教育和中等职业学校物流管理专业  
紧缺人才培养指导方案配套教材编审委员会

## 再版说明

随着全球经济化的发展,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物流操作技能,而且应掌握流利的英语以支撑工作,例如,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,等等。因此,对于高职院校的物流管理学生来说,学好物流专业英语是他们工作竞争场上的重要筹码。这也是本教材进行再版的原动力。

本教材再版时对第1版的知识结构进行了调整,将整个体系分为基本物流理念、传统物流、现代物流三大板块;调整了单元顺序,删除了部分内容,并且增加了仓储管理、库存管理方法、配送、物料搬运、包装等方面的内容。从而形成了本书的内容架构,其中,第一板块包括:物流概述、物流管理与组织、物流与竞争优势;第二板块包括:仓储管理、库存控制、运输与配送、物料搬运、包装、信息系统;第三板块包括:供应链管理、国际物流战略、国际采购。本教材紧密结合专业知识,结构严谨、内容新颖、知识面广,注重与实践操作相关的知识。

本书由白世贞、吴绒任主编,邱泽国任副主编,1~4单元由邱泽国编写,5~12单元由吴绒编写,参加前期资料收集与整理的有李萌、丁冰洁、张静、徐辉等。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,也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,在此谨表衷心感谢。由于条件所限,时间仓促,书中难免会有不尽如人意之处,敬请读者批评指正。

编 者

2014年3月



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# **PART 1 Basic Knowledge of Logistics**









# Unit 1 Introduction to Logistics

## 学习目的

本单元的引入了“物流”这个概念，对其定义作出了详细的解释，并且引入了物流的各个要素。通过本单元的学习，能了解物流这一名词的由来，熟悉其各个领域的定义以及物流活动中的几个重要环节，为进一步学习后续章节的内容打下一定的基础。

## Learning Aims

This unit has introduced “logistics”, made detailed explanations for the word and introduced several elements of logistics. Through learning this unit, we can find out the origin of logistics, familiar with its definitions in every area, and familiar with several important segments in logistics activity, which can make a base for the following units.

## 1.1 Introduction

“Logistics” is a term, which originates from both the army and French. According to the French, the Baron of Swiss origin who has served in Napoleon’s army before joining the Russian’s and who later founded the Military Academy of St. Petersburg, first used the term in the early 19th century. So in a military sense, the term “logistics” encompasses transport organization, army replenishments and material maintenance.

In the business world, however, the concept of “logistics” was applied solely to “Material Replenishments Programs” and was confined to the manufacturing sector at the beginning. Therefore the extension of concept to company operations is a relatively new one and the earliest dates back to the 1950s in the USA.

Logistics starts with the provision of raw materials and semi-finished goods for the manufacturing process, and finishes up with the physical distribution and after sales service of the products.

Economically, this creates a new source of profit characterized by the development of mass distribution and attention to service quality. The two basis objectives in practicing business logistics, cost reduction and time saving, have enabled compares to profit not only in performance and quality but also in customer satisfaction.

Operationally, companies realize that the different aspects of logistics instead of viewing them as separate processes, substantial savings can be made within their business outgoing expenditure.



## 1.2 Definitions

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

- Logistics (business definition): 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.

(Logistics Partners Oyo, Helsinki, FI, 1996)

- Logistics (military definition): 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.

(JCS Pub 1-02 excerpt)

- Logistics: 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.

(Reference: Council of Logistics Management)

- 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 requirement.

(Reference: Canadian Association of Logistics Management)

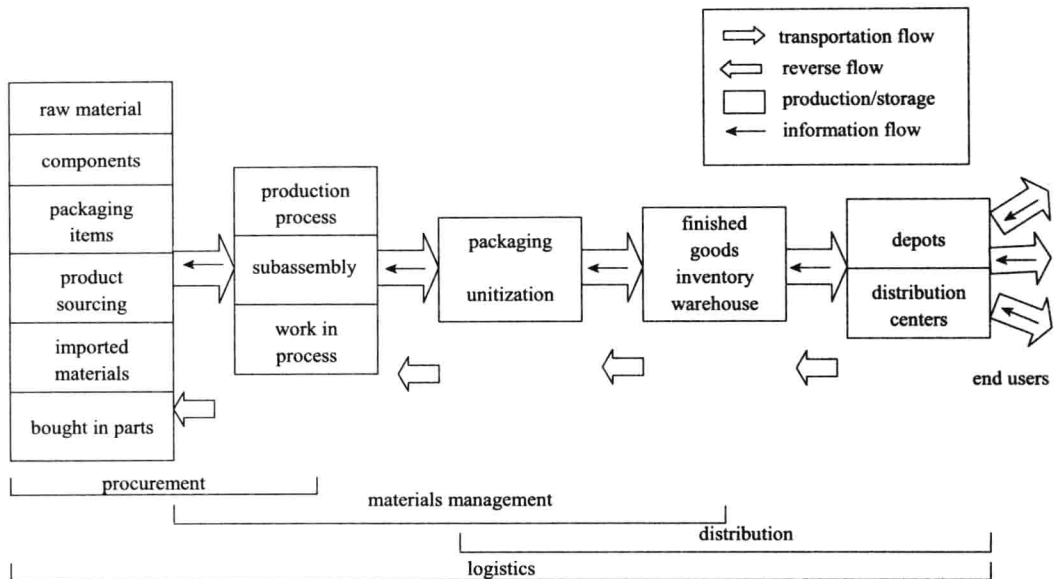
From these definitions, logistics can be briefly described like this: Logistics means having the right thing, in the right place, at the right time. But in this book the underlying concept might be defined as follows:

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.

This basic definition will be extended and developed as time goes by, but it makes an adequate starting point.

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





**Figure 1.1 A logistics configuration**

It is interesting to detect the different biases, military, economic, etc. It is not easy to determine which of the many definitions is the most suitable. An appropriate modern definition that applies to most industry might be that logistics concerns the ever transfer of goods from the source of supply through the place of manufacture to the place of consumption in a cost-effective way while providing an acceptable service to the customer. This focus on cost-effectiveness and customer service is a point of emphasis throughout this book.

### 1.3 Elements of Logistics

Logistics refers to the systematic management of the various activities required to move benefits from their point of production to the customer. Often these benefits are in the form of a tangible product that must be manufactured and moved to the user; sometimes these benefits are intangible and are known as service. They too must be produced and made available to the final consumer. But logistics encompasses much more than just the transport of goods.

Important elements of logistics include the following categories:

- Storage, warehousing and Materials handling
- ◇ Location of warehouses
- ◇ Number and size of distribution depots
- ◇ Type of operation



◇Etc.

- Transportation

◇Mode of transport

◇Type of delivery operation

◇Load planning

◇Route schedule

◇Etc .

- Inventory

◇What to stock?

◇Where to stock?

◇How much to stock?

◇Etc.

- Information and control

◇Design of systems

◇Control procedures

◇Forecasting

◇Etc.

- Packaging and unitization

◇Unit load

◇Protective packaging

◇Handling systems

◇Etc .

In addition, the total system interrelationships need to be considered and planned within the constraints of costs and service levels.

### Words and Expressions

logistics

*n.* 物流, 后勤, 后勤学

originate from

起源于

encompass

*vt.* 包围, 环绕, 包含或包括某事物

replenishment

*n.* 补给, 补充

extension

*n.* 延伸部分, 增大部分

provision

*n.* 供应, (一批) 供应品, 预备, 防备, 规定  
售后服务

after sales service

objective

*n.* 目的, 目标

performance

*n.* 执行, 履行, 工作情况

not only... but also

不仅……而且

customer satisfaction

顾客满意

substantial

*adj.* 相当的, 实际的, 重要的



outgoing	<i>n.</i> 外出, 开支, 流出
expenditure	<i>n.</i> 费用, 消费
framework	<i>n.</i> 体制, 框架, 基准体系
acquisition	<i>n.</i> 获得, 获得物
evacuation	<i>n.</i> 疏散; 撤离
disposition	<i>n.</i> 配置, 安排
hospitalization of personnel	<i>n.</i> 个人医疗保险
furnish	<i>vt.</i> 装备, 供给, 装修
procurement	<i>n.</i> 购买, 获得, 取得
implement	<i>vt.</i> 履行; 实行
conform	<i>vi.</i> 符合, 配合
inbound	<i>adj.</i> 内地的, 归航的
outbound	<i>adj.</i> 开往外地的, 开往外国的
inventory	<i>n.</i> 详细目录, 存货, 财产清册, 总量
fulfillment	<i>n.</i> 履行, 实践, 成就
configuration	<i>n.</i> 构造, 结构, 外形, 配置
consumption	<i>n.</i> 消费
systematic	<i>adj.</i> 主系统的, 体系的
tangible	<i>adj.</i> 切实的
intangible	<i>adj.</i> 难以明了的, 无形的
category	<i>n.</i> 种类, 部门
warehousing	<i>n.</i> 仓库费, 入仓库, 仓库储存
distribution	<i>n.</i> 分发, 分配
package	<i>n.</i> 包裹, 包装用物
unitize	<i>vt.</i> 使成整体, 使统一
constraint	<i>n.</i> 限制; 规范; 强制

## Exercise

### I. Question

1. What is the logistics?
2. Where does the term "logistics" originate from?
3. How do you comprehend "logistics" encompasses much more than just the transport of goods?
4. What are included in the elements of logistics?

### II. Translation

1. Logistics starts with the provision of raw materials and semi-finished goods for the manufacturing process, and finishes up with the physical distribution and after sales service of the products.



2. 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.

3. Logistics refers to the systematic management of the various activities required to move benefits from their point of production to the customer.

4. Often these benefits are in the form of a tangible product that must be manufactured and moved to the user; sometimes these benefits are intangible and are known as service.

### III. Speaking Practice

#### 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 seat from Manchester to Beijing.

A: Sorry, I'm afraid there aren't any direct 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 earliest connecting flight is at 12: 45 p. m.

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

A: Don't worry, sir. There will be plenty of time left. You will be landing 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 economy 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.

### IV. Reading

#### Evolution of the Logistics Management Concept

In conclusion, logistics management concept has evolved over the last three decades from the narrowly defined distribution management to the integrated management of the global supply chains.

Physical distribution: The first phrase of the logistics management concept began dur-



ing the 1960s to replace the fragmented management by physical distribution management. Physical distribution was intended to mean “the broad range of activities associated with efficient movement of finished products from the end of the production line to the consumers” . Its main focus is on the rationalization of the relationship between the firm and its customers. Physical distribution thus includes functions like delivery, warehousing, material handling, protective packaging, and customer services.

Physical distribution approach has gained wide acceptance among various manufacturers and distributors, but the limitation of the physical distribution approach soon became obvious since it did not address the cost containment issue of the raw material and working-process inventory (which account for, in average, 60 percent of the total material inventory).

**Internally integrated logistics:** Logistics management has experienced the second transition in 1980s. The experience during 1960s and 1970s suggested that the physical distribution function should be integrated with pre-production activities such as material sourcing and work-in-process inventory to form a total material low management.

Material flow was thought to be a process that involved horizontal movement of inventory from the time that raw material was delivered until the time when an account receivable was recorded by the firm (a sale made and the product shipped). Emphasis was shifted from the minimization of the level of inventory to the speed of processing (e. g. inventory velocity). These logistics management techniques were primarily conceived at the level of individual firms, but it has little impact on the improvement in the overall efficiency of the national economy.

**Externally integrated logistics:** This integrated logistics management approach has made the third evolution in early 1990s and beyond. It has extended the concept beyond one firm to all firms involved in the whole supply chain, outsourcing the internally supplied materials and products to external suppliers. This extended view of enterprises offered firms an opportunity to view the relationship with vendors, suppliers, third party logistics support agents and customers in a different way, each forming a part of the channel. Participants in the channel gain competitive advantage through improving the overall channel efficiency by reducing risk and effectively leveraging the corporate resources of each channel member. Coupled with the recent development of electronic data interchange (EDI), this approach began to bring about a broader impact on micro economic efficiency.

**Global supply chain management:** The fourth evolution has taken place in the form of the global logistics management, which has been applied by MNCs. With declining profit margin in the domestic market and in face of need of continued business expansion, these corporations are seeking new worldwide markets on an unprecedented scale. Global marketing and sale initiatives are the trend toward which MNCs are increasingly gearing up. This trend for internationalization, in turn, requires much more sophisticated management





techniques over the entire process of the commodity movement from the countries of origins to the countries of destinations. Moving a wide variety of products around the world 24 hours a day, 365 days a year requires logistics management techniques significantly different from those developed for domestic markets. Closely linkage of all players in the global supply chains requires the logistics management underpinned by the international EDI system. This globalization of business activities is a major factor reshaping the international trading activities to which all countries are required to adjust by adapting their institutional frameworks.

## V. Complementary Knowledge

### 物流相关名词中英文对照表

alternate tiers 10W pattern	交错码放
AGV	无人搬运车
anchoring	膨胀螺丝
AS/RS (Automatic Storage Retrieval System)	自动化立体仓库
assembly packaging	集合包装
average inventory	平均存货
battery	电瓶
beam	横撑, 横梁
belt conveyor	皮带式输送机 (带)
block pattern 10W pattern	整齐码放
bonded warehouse	国际物流中心保税仓库
brick pattern	砌砖式码放
buffer stock	缓冲储备
cantilever shelving	悬臂架
cargo freight	货物
carrying	搬运
chain conveyor	链条式输送机 (带)
charger	充电机
cold chain system	冷冻链系统
common carrier	公共承运人
consolidation	装运整合
container terminal	集装箱中转站
contract carder	契约承运人
contract logistics	契约物流
counterbalance truck	平衡式电动 (柴油、电动、瓦斯) 堆高机
delivery	配送
diagonal bracing	斜撑