

普通高校“十二五”规划教材
物流学系列

物流专业英语

Logistics English

于丹 主编

清华大学出版社



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内 容 简 介

物流产业在国际上被喻为促进经济发展的加速器,并将对中国经济的健康发展产生积极的影响。物流管理得到了越来越多的关注。本书以深入浅出的英语语言系统地介绍现代物流理论基础概念和相关知识,选材内容涵盖海陆空铁路运输、仓储与库存管理、货运代理与物流业务、国际贸易与电子商船。班轮业务、集装箱运输业务、物流与供应链管理等方面并辅以具体翔实的图表。

本书适用于物流工程与管理专业本科生、高职生和其他相关专业作为教材,也可供物流部门工程技术人员学习专业英语。

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前言

随着时代的发展,现代经济也越来越多样化,因此产生了各种各样的行业。物流作为一个新兴的行业,也在日益快速地发展,对人们的生活带来了极大的影响。《物流专业英语》是物流管理专业与物流工程专业本科生的专业英语教材。该书内容系统、题材广泛,涉及物流专业主要领域知识,专业性强、深度适当。本教材与时俱进,其特色如下:

1. 教材共12课,每课包括4篇文章。课文A为精读材料,课文B、C、D为泛读材料。5篇文章均围绕同一主题。课文A一般为该主题的概述,课文B、C、D就该主题的某一具体方面或具体例子展开讨论。对于课文A,要求能正确理解和熟练掌握其内容。对于课文B、C、D,要求能掌握中心大意,抓住主要事实,其后的知识扩展则便于学生更系统地掌握计算机英语知识。

2. 本书每篇课文后附有大量练习,包括“填空题”、“选择题”、“词组英文互译”、“短文汉译英”,旨在巩固和拓展学生所学的内容。

3. 课文中生词均用粗体标出,并在课后进行注释,以便于阅读和记忆。物流术语相当于骨架材料,要想用英语来说物流、听物流,就需要有关于物流行业的单词积累,所以学会物流英语的第一步就是背诵物流专业术语。本书会对首次出现的专业术语进行注释,对重点句型、疑难句进行翻译,书后附有大量物流专业学习网址和国内外著名物流管理与物流工程学术及研究机构网址以及物流方面的常用词汇和缩略语表,便于学习者阅读和查询。

本书涵盖几乎所有物流专业基础知识,内容包括:供应链管理、物流系统、物流服务、库存、运输、仓储、包装、配送、物流信息、物流成本控制、物流策略管理、第三方物流、国际物流和顾客服务等。本书可作为高等学校物流管理与物流工程专业本科生教材,也可以作为工程硕士生和其他相关专业学生的学习用书,亦可供物流专业人士阅读参考。本书内容全面、条理清晰、通俗易懂、实用性强。不仅使学生学到了有关物流专业的基本词汇、基本表达方法和较系统的英文物流的知识,而且还能提高读者阅读物流方面的科技文章和技术手册等资料的能力。本书可为高校专业物流英语教材,也可作为大、中专院校的专业物流英语教材,还可供英语爱好者使用。本书旨在提高读者实际使用英语的能力,同时还能获得相当丰富的物流知识,达到事半功倍的效果。

本书由辽宁石油化工大学于丹负责全书的构思,其中第一到七章由辽宁石油化工大

学于丹编写,第八到十二章由辽宁石油化工大学李玥编写,全书最后由于丹统稿。本书在编写过程中,借鉴了许多国内外教材、论文、网站资料,引用了部分资料,并在书中加以注明。在编写过程中得到澳大利亚的 Gary John Mahoney 的鼎力支持,感谢他为这本书所付出的时间与心血。王沛策、郑凯方也为本书的出版给予了大力支持,在此一并向他们表示感谢。由于水平和时间的限制,本书难免有疏漏和错误之处,敬请同行及读者批评指正。

编者
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Chapter 1

Logistics from a Historical Perspective

Section A Overview Logistics

A characteristic of today's society is its dependence on a wide variety of goods and services which are produced by a multitude of business organizations. These companies are highly competitive with each other in supplying goods and services. This competition occurs in three areas: in determining customers' wants, in arranging the production of goods to satisfy those wants, and in making those goods available to the customers. The last responsibility is the special objective of industry's newest management function—business logistics.

Logistics has always been a central and essential feature of all economic activities. There are few aspects of human activity that do not ultimately depend on the flow of goods from point of origin to point of consumption. ^[1] Without logistics, no materials can be moved, no operations can be done, no products are delivered, and no customers are served.

Logistics has been playing a fundamental role in global development for almost 5,000 years by now. Since the construction of the pyramids in ancient Egypt, logistics has made remarkable strides. ^[2] Time and again, brilliant logistics solutions have formed the basis for the transition to a new historical and economic era. ^[3] Quite frankly, from approximately 1950 to 1980, limited appreciation was shown for the importance of logistics discipline. ^[4]

The practice of logistics in the business sector, starting in the later half of the twentieth century, is considered as the development of enterprises “accelerator” and the 21st century “gold industry.” Examples of this fundamental progress include the invention of the sea-cargo container and the creation of novel service systems during the 20th century.

In an effort to avoid potential misunderstanding about the meaning of logistics, this book adopts the current definition **promulgated** by the Council of Logistics Management (CLM) ^[5], one of the world's most prominent organizations for logistics professionals.

According to the CLM, “Logistic is 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 customer requirement.”

According to Coyle, Bardi and Langley, there are four subdivisions of logistics:

- **Business logistics**—this is the same as the definition from the CSCMP and approach we are adopting in our discussion.
- **Military logistics**—all that is necessary to support the operational capability of military forces and their equipment in order to ensure readiness, reliability, and efficiency.
- **Event logistics**—management of all involved (activities, facilities, and personnel) in organizing, scheduling, and deploying the resources necessary to ensure the occurrence of an event and efficient withdrawal afterwards.
- **Service logistics**—acquisition, scheduling, and management of facilities, personnel, and materials needed to support and sustain a service operation.

Logistics is the management of the physical and information flows of products and of all activities related to these flows. ^[6] The physical flows of products include the movement of raw materials from suppliers (physical distribution). The information flows of products cover reports and documentation relating to goods movement. The activities related to these flows include: storage, inventory, packaging, materials handling, communication, site selection, and transportation. Thus, the logistics objective **encompasses** the delivery of products in correct quantities and qualities whenever they are required.

Logistics is changing at a rapid and acceleration rate. There are some reasons: pressure to change by the development of the system itself, more flexible and accurate logistic planning and controlling through computers data processing, being flexible in handling markets of different sizes for better competition, and competitive pressures leading to more efforts to improve customer service.

This definition has been further **augmented** to include: the potential contribution of logistics to achieving the goals of commercial enterprise is based upon (1) the integrated management of all activities related to inventory to achieve operating objectives at lowest possible costs, ^[7] and (2) the proactive use of logistics to help achieve customer satisfaction. ^[8] This definition needs to be analyzed in closer detail.

New words

1. discipline *vt.* 训练;使有纪律;处罚;使有条理 *n.* 训练;纪律;学科;符合行为准则的行为(或举止)

2. promulgate *vt.* 宣扬(某事物);传播;公布;颁布(法令、新法律等)
3. implement *vt.* 实施,执行;使生效,实现;落实(政策);把……填满 *n.* 工具,器械;家具;手段;[法]履行(契约等)
4. encompass *vt.* 围绕,包围;包含或包括某事物;完成
5. augment *vt.* 增强,加强;增加,增添;(使)扩张,扩大 *n.* 增加,补充物
6. proactive *adj.* 前摄的;积极主动的;主动出击的;先发制人的

Phrase

1. supplying goods 商品供应
2. management function 管理功能
3. economic activities 经济活动
4. fundamental role 基本角色
5. logistics discipline 物流学科
6. customer requirement 客户需求
7. Military logistics 军事物流
8. integrated management 综合管理
9. play a (an)...role in... 扮演……角色,起……作用
10. in an effort to 企图,努力想,试图要

Notes

1. There are few aspects of human activity that do not ultimately depend on the flow of goods from point of origin to point of consumption.

几乎人类所有的活动都最终依赖于货物从产地到消费地点的流动。

2. Since the construction of the pyramids in ancient Egypt, logistics has made remarkable strides.

自古埃及建造金字塔以来,物流业已取得了很大的进步。

3. Time and again, brilliant logistics solutions have formed the basis for the transition to a new historical and economic era.

很多良好的方案不断地为物流业向新的历史与经济时期的转变奠定了基础。Time and again,一次又一次地,不断地。

4. Quite frankly, from approximately 1950 to 1980, limited appreciation was shown for the importance of logistics discipline.

其实,大约在1950年到1980年间人们才对物流学科的重要性有所了解。

5. Council of Logistics Management, 简称 CLM, 是全球最有影响的物流专业组织。于

2005年1月1日正式更名为美国供应链管理专业协会(Council of Supply Chain Management Professionals, CSCMP)。CLM成立于1963年,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。为实现这一目标,物流协会向行业人士提供了种类繁多的项目、服务、相关活动,促进从业人员的参与,了解物流业,从而对物流事业作出贡献。

6. Logistics is the management of the physical and information flows of products and of all activities related to these flows.

物流是对产品的实际流动与信息流动,及对与这些流动相关活动的管理。

7. the integrated management of all activities related to inventory to achieve operating objectives at lowest possible costs.

用最低成本对所有库存相关活动进行综合管理,以达成操作目标。

8. the proactive use of logistics to help achieve customer satisfaction.

充分运用物流业来帮助实现客户满意度。

Section B What is the Scope of Logistics Activities?

The word “logistics” comes from the Greek *logistike*, which translates as “the art of calculating” using concrete items, in contrast with *arithmetike*, which was the art of calculating using abstract concepts. The latter eventually evolved into the modern concepts of **arithmetic** and **algebra**.



Figure 1-1 Military logistics at the wartime

Historically, the concept of logistics stems from specific facets of industrial and military management.^[1]

However, the modern **interpretation** of the term “logistics” has its origins in the military, where it was used to describe the activities related to the **procurement** of ammunition and essential supplies to troops located at the front. (See Figure 1-1)

Military logistics is the discipline of planning and carrying out the movement and maintenance of military forces.^[2] In its most comprehensive sense^[3], it is those aspects or military operations. The field of logistics has become much broader than initially defined.

In the industrial and commercial sector, logistics

is often called “business logistics” or “industrial logistics”. Modern industrial logistics is related to the effective and efficient flow of materials and information that are of vital importance to customers and clients in various sections of the economic society.^[4] It covers a variety of activities which include, but are not limited to, the following:

- Sourcing
- Purchasing
- Warehousing
- Inventory management
- Product distribution
- Transportation
- Customer service

Logistics is usually thought of in connection with military or manufacturing operations. However, there can be projects involved in logistics (e. g. building a bridge to move troops) and logistics involved in projects (e. g. supplying material to a construction site).³ It is not surprising, then, that these two disciplines interact and learn from each other.

Social and political **implications** also result from logistics. Social and cultural unity is achieved. The exchange of goods leads to an exchange of ideas and culture. The accompanying personal contacts encourage a national and international outlook, replacing narrow local or provincial views. From a political perspective, logistics contributes to a strong national defense.^[5] The nation’s investment in transportation facilities (roads, highways, ports, etc.) is in response to logistics needs. The political influence extends also to the economic and safety regulations of transport carriers. In fact, the nation’s transportation network reflects a political as well as an economic base.

More recently, logistics has been viewed on a much broader scale and the field of logistics has been growing at a rapid pace, stimulated primarily by the technological, sociological, and economic trends in our world today. Some well-known logistics companies include UPS, FedEx etc. (See Tab. 1-1)

In summary, logistics occupies a major role in an economy. Economic, social, and political benefits are realized, affecting both the interests of the nation as well as its individual citizens.

Tab. 1-1 Global industrial logistic companies

	Company	Business	Sales (million dollar)	Net Profit (million dollar)	increase in profit(%)
1	Deutsche Post/Danzas Group	Express, forwarder, logistics	30,858	2,245	7.3
2	UPS	Logistics, forwarder, express	29,771	2,934	15.2
3	FedEx	Air cargo, logistics	19,629	584	5.5
4	Nippon Express	Truck, forwarder, logistics	14,211	215	2
5	Union Pacific	Railway	11,878	842	16
6	Stinnes/Schenker	Forwarder, logistics	11,345	142	2.2
7	TPC/TNT/CTI Group	Express, Logistics	9,374	496	9.3
8	A. P. Moller	Shipping, logistics	9,338	119	3.5
9	BNSF	Railway, logistics	9,025	1,019	23.4
10	NYK	Shipping, logistics	9,152	287	7.7

New words

1. arithmetic *n.* 算术, 计算; 算法
2. algebra *n.* 代数学, 代数
3. interpretation *n.* 解释, 说明; 翻译; 表演, 演绎; 理解
4. procurement *n.* 获得, 取得; 采购
5. implication *n.* 含义; 含蓄, 含意, 言外之意; 卷入, 牵连, 牵涉, 纠缠; [逻辑学] 蕴涵, 蕴含

Phrases

1. transportation facilities 运输工具
2. concrete items 具体实物
3. abstract concepts 抽象概念
4. essential supplies 重要的, 必要的供应
5. stem from 来源于
6. result from 由于
7. in response to 回答; 响应

8. safety regulations 安全规程,安全守则

Notes

1. Historically, the concept of logistics stems from specific facets of industrial and military management.

从历史角度看,物流这一概念来源于工业及军事管理的一些特定方面。

2. Military logistics is the discipline of planning and carrying out the movement and maintenance of military forces.

军事物流是关于军事行动的计划与实施,及军事力量的维持。

3. in its most comprehensive sense

从更广泛的角度来看

4. Modern industrial logistics is related to the effective and efficient flow of materials and information that are of vital importance to customers and clients in various sections of the economic society.

现代工业物流是关于材料与信息的高效率流动,而这些材料和信息对经济社会的多个领域的顾客来说都是至关重要的。

5. From a political perspective, logistics contributes to a strong national defense.

从政治角度来看,物流有利于增强国防力量。

Section C Logistics Strategies

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.^[1]

Effective logistics resolves around five key issues—movement of product, movement of information, time/service, cost and integration.^[2]

The increasing rate of change in technologies and markets and the search for competitive advantage has led to a new focus on logistics strategy and management. The modern organization in a free market needs to be agile, able to make rapid decisions, in order to respond to the changing **circumstances** and thereby gain an advantage over its competitors.^[3] Logistics strategy appears as a subset of the overall strategy. It is about **formulating** a long-term plan for the supply chain, as distinct from solving the day-to-day issues and problems that inevitably occur.^[4] Logistics must be consistent with corporate goals and strategies of organization. Logistics provides the interface between the external and internal environments, and consists of

five interrelated components:

- Configuration/facilities network strategy
- Coordination or organization strategy
- Customer service strategy
- Integrated inventory strategy
- Information technology strategy

As businesses continue to globalize, attention has increasingly turned to international logistics strategies. The international strategy is an element of the internationalization strategy of **manufacturing** companies. The decision about which international logistics strategy to choose can be made only within the context of the overarching internationalization strategy. When a company creates international logistics strategies, it is defining the service levels at which its logistics organization is at its most cost effective. Wal-Mart's business has been able to grow rapidly and now has become well-known companies, because the cost savings as well as international logistics strategies and distribution systems and supply chain management has made **tremendous** achievements.

New words

1. circumstances *n.* 境况;境遇;(尤指)经济状况;命运;环境(circumstance 的名词复数);事件;境遇;机遇
2. formulate *v.* 构想出(formulate 的现在分词);规划;确切地阐述;用公式表示
3. manufacturing *n.* 制造业,工业 *adj.* 制造业的,制造的 *v.* (大规模)制造(manufacture 的现在分词);捏造;加工;粗制滥造(文学作品)
4. tremendous *adj.* 极大的,巨大的;可怕的,惊人的;极好的

Phrases

1. competitive advantage 竞争优势
2. overall strategy 总体战略
3. external and internal environments 内外环境
4. distribution systems 分销系统
5. supply chain management 供应链管理
6. search for 寻找,搜索
7. lead to 导致,通向
8. respond to 对……做出回应,响应
9. supply chain 供应链,供给链,供需链

10. day-to-day 日常的,逐日的
11. consistent with 符合,与……一致
12. consist of 由……组成,构成 consist(of): 由……组成;包含
13. turn to 转变;变成
14. well-known 著名的;众所周知的
15. as well as 也;和…一样;不但……而且……
16. Logistics Strategies 物流策略

Notes

1. Efficient management of the flow 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.

无论是宏观社会还是微观企业,要使货物从产地高效流通到消费地,必须成功地计划、执行和控制各种物流活动。

2. Effective logistics resolves around five key issues—movement of product, movement of information, time/service, cost and integration.

有效的物流是围绕着五个要素展开的——产品的流动、信息的流动、时间/服务、成本和一体化。

3. The modern organization in a free market needs to be a agile one, able to make rapid decisions, in order to respond to the changing circumstances and thereby gain an advantage over its competitors.

自由市场中的现代组织必须反应敏捷,并能够对环境的变化做出快速的决定,从而获得超过其竞争对手的优势。

4. It is about formulating a long-term plan for the supply chain, as distinct from solving the day-to-day issues and problems that inevitably occur.

与那些不可避免的几乎每天发生的情况和问题不同的是,这是关于制订长期供应链计划。

Section D Using Logistics as A Competitive Weapon

Logistics is a hot topic in China and the whole world. Although it is anything but a newborn baby, lots of people still have limited awareness of, and knowledge about logistics.^[1]

The purpose of logistics is to gain a competitive advantage in the marketplace. By