



“十二五”规划商务英语高职高专系列教材

LOGISTICS  
ENGLISH PRACTICE

# 物流英语实训

刘玉玲 主编



对外经济贸易大学出版社  
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## Logistics English Practice

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# 出版说明

“十二五”规划商务英语高职高专系列教材是对外经济贸易大学出版社联合多家全国示范性高等职业院校推出的一套全新的立体化商务英语教材，主要适用于全国高职高专院校英语专业的商务、应用、外贸英语方向以及国际贸易或财经类专业的学生。

根据目前高职教育提出的“工学结合，项目为中心，案例驱动教学，边讲边练”为核心理念，本套教材着眼于提高学生实际操作能力和就业能力，采取模块化、多案例、互动式、重实训的编写方式。课程内容以适度够用为标准。

整套教材按照现有教学课程设置。内容包括《商务英语综合教程 1-4》、《商务英语听说实训 1-4》、《商务英语口语实训 1-2》、《商务英语写作实训》、《商务英语翻译实训》、《国际商务函电实训》、《国际商务谈判实训》、《国际商务制单实训》、《商务礼仪实训》、《文秘接待英语实训》、《英语应用文实训》、《跨文化交际实训》、《旅游服务英语实训》、《酒店英语实训》、《物流英语实训》、《财经英语实训》、《会展英语实训》、《英美概况》、《国际商务报刊选读》等。

本套教材的编写队伍来自全国示范性高等职业院校。编写教师不但具有丰富的商务英语教学经验，且有企业第一线工作经历，主持或参与过多项应用技术研究，是本套教材编写质量的重要保证。

此外，每册教材均配备有 PPT 课件（网站下载），并根据课程内容选配教学参考书或者 MP3 光盘，提供立体化教学资源。

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# 前 言

物流行业近年来在全世界范围内快速发展。在我国虽然物流行业起步较晚，但发展十分迅猛，由于顺应了经济全球化和生产信息化的大趋势，如今已成为大力推广的重点行业。因此，加速现代物流产业的人才培养教育工程，实施多层次、多样化的物流专业知识的教育是提高我国经济效益和物流管理水平的决定性因素。

总的来看，社会对物流人才的要求应是精通专业知识、英语流利、会实际操作、善于管理的复合型人才。为此，本书在选材上力求贴近物流学科的新概念、新技术和发展趋势。相信读者阅后对物流会有一个总体的认识。

为适应高职高专教育，在阅读材料难度的把握上，本书有下列特点：

一、实用性：以物流实际需求为目的，避免枯燥冗长的理论阐述，便于学生和教师应用；

二、时代性：突出对物流与信息技术、供应链和供应链管理以及国际物流等问题的初步了解及探讨；所选阅读材料及词汇皆为国内外物流行业通用的英语语料，避开了内容和结构繁琐的英语文章；

三、以学生实用的主导：考虑学生的实际应用需要，有针对性地配备了课后练习。目的是加强学生对所学知识及专业词汇的识记、理解和应用。

本书适用对象为已学完基础英语的物流管理专业的高职院校学生，供物流专业英语课使用，旨在进一步提高物流专业学生的英语阅读能力和专业英语翻译的基本能力。

在编写过程中，限于水平，疏漏之处在所难免，敬请读者批评指正。

编 者

2010 年 10 月

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# *Unit 1*

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## ● TEXT A

### **The Concept of Logistics**

What is logistics? There are a number of definitions of what is understood by the word logistics and, in some sense, the use of the word is simple, while in others it is very complex. The following definitions will help understand the term:

**LOGISTICS:** The procurement, maintenance, distribution,

and replacement of personnel and material.

—Webster's Dictionary

**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.

—Canadian Association of Logistics Management

In essence, either of the two definitions is associated with managing the flows of goods and information from a point of origin to a point of consumption.

In order to avoid potential misunderstanding about the meaning of logistics, we choose the definition given by the Council of Logistics Management (CLM), one of the world's most famous organizations. According to the CLM, "Logistics is that part of the supply chain process 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' requirement."

In order to make this definition clear, we should have a common understanding about three key aspects of the concept:

### **Flow of goods**

What are goods? Goods are valuable objects, such as commodity and raw materials that have the characteristics to purchase and exchange through commercial transactions and processes. What does flow do? Flow can be determined as methods



in which goods are transported between different locations and merchandisers. The general transportation modes include: by truck, railway, water, aircraft and pipeline.

### **Direction of the flow of goods**

In the open market place, buyers and sellers represent two polars of business transaction. Buyers are customers; sellers are suppliers. When a transaction is agreed upon, suppliers have the responsibility to arrange for the goods to be transported to the customers under their contract's details.

### **Efficient management of the flow process**

The transportation of goods should be low cost and ensure safety and punctuality. It should not waste customers' money, energy and time. Currently, the flow of goods is generally controlled by both hardware and software. By hardware we mean logistics facilities and equipment, such as ports, warehouses and transportation vehicles. By software, we mean information system, information standardization and data sharing.

From the above, we can see that logistics can be briefly defined like this: Logistics is how to manage a flow of goods from suppliers to customers in an efficient manner.



### **Words and Expressions**



definition	<i>n.</i>	定义
responsibility	<i>n.</i>	责任
transportation	<i>n.</i>	运输
efficient	<i>adj.</i>	有效的
polar	<i>n.</i>	极点, 端点
in essence		实质上
is associated with		与……相关联



## Notes

1. We choose the recent definition given by the Council of Logistics Management (CLM), one of the world's most famous organizations.  
我们采用美国物流管理协会（CLM）目前的定义，该协会是全世界物流专业领域中最著名的组织。
2. In the open market place, buyers and sellers represent two polars of business transaction.  
在公开的市场条件下，买方和卖方代表了商业行为中的两端。
3. The transportation of goods should be low cost and ensure safety and punctuality.  
运输货物要价格低廉、安全、准时。



## Exercises

### I. Translate the following sentences into Chinese.

1. Flow can be determined as methods in which goods are transported between different locations and merchandisers.
2. The general transportation modes include: by truck, railway, water, aircraft and pipeline.
3. When a transaction is agreed upon, suppliers have the responsibility to arrange for the goods to be transported to the customers under their contract's details.
4. The transportation of goods should be low cost and ensure safety and punctuality.
5. Logistics is how to manage a flow of goods from suppliers to customers in an efficient manner.

### II. Translate the following sentences into English.

1. 物流策略与物流活动应该建立在客户的期望和需要的基础上，而不是建立在其他团体的期望、需要和能力的基础上。
2. 重要的是，要认识到不同的产品对于时间有不同的敏感性，易腐烂的物品推迟到三天可能比不易腐烂的物品推迟到三天产生更严重的后果。
3. 客户服务以及其满意程度应是物流系统最终为消费者提供的产品。
4. 当诸多因素都致力于促进全球贸易时，可以肯定物流也在其中扮演着重要角色。

**III. Translate the following phrases into Chinese.**

1. material requirements planning (MRP)
2. modern logistics management
3. one-stop service
4. on-dock facilities
5. multiple-item inventory control

**IV. Complete the following sentences, using the appropriate words from the list below:**

hope	happen	whether	forward
open	contacts	orders	direct

1. They'll be perfectly \_\_\_\_\_ with me about their business.
2. They also place \_\_\_\_\_ with us.
3. Anything can \_\_\_\_\_ in an English summer.
4. I'm looking \_\_\_\_\_ to our new air-conditioned office.
5. I \_\_\_\_\_ my foreign exchange allowance will cover it.
6. I'm not sure \_\_\_\_\_ it'll be Munich.
7. We ought to ship to the buyers \_\_\_\_\_.
8. I want you to make as many \_\_\_\_\_ as you can.

**TEXT B****The Importance of Logistics**

It is useful, at this point to consider logistics in the context of

business and the economy as a whole. Logistics is an important activity making extensive use of the human and material resources that affect a national economy.

The first evolution has taken place in the form of the global logistics management. 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 all countries and requires the countries adjust by adapting their institutional frameworks.



## Words and Expressions



framework	<i>n.</i>	框架, 体制
globalization	<i>n.</i>	全球化
linkage	<i>n.</i>	关联, 连接
significantly	<i>adv.</i>	有意义地, 意味深长地
reshape	<i>v.</i>	重新整形(修整), 改造
extensive	<i>adj.</i>	广泛地, 广阔地



## *Supplementary Reading*

### **The Challenge of Logistics**

Although logistics has been a growing area of responsibility in many companies since the 1960s, it is fair to say that the profile of logistics managers tended to be regarded as hard working individuals who played primarily a supporting role to marketing and manufacturing. However, the “back-to-basics” movement helped to change the profile level of logistics in the 1980s, particularly because a growing number of companies recognized the role that logistics can play at the margin in their strategic efforts to gain or regain a sustainable competitive edge? Efficient transportation systems support logistics practices such as “just-in-time” inventory and manufacturing; vendor managed inventory (VMI); and collaborative planning; forecasting, and replenishment (CPFR). Companies such as Pfizer and Wal-Mart have used these concepts to lower costs and gain significant market share.

The beginning of the 21st century actually saw a continuation of the evolution of logistics that began during the decades following World War II; however, since then, several variables have introduced new challenges: The Internet and e-business, continued globalization, business alliances and rapidly changing technology.

Today, many of these firms have gained control of fulfillment operations through the use of private operations or third party

logistics providers. E-business over the Internet has quickly developed into a powerful medium for firms to reach customers through information, products and services. This has put pressure on the logistics and transportation networks of shippers. Firms such as UPS and FedEx Ground have seen an explosion of small package deliveries to both business and residential addresses. Shipment sizes have decreased and frequency of shipments have increased. Real-time inventory tracking has allowed companies in the supply chain to eliminate inventories. Reliable transportation networks have also allowed firms to eliminate unnecessary safety stock inventories. With all of these challenges, the use of Internet for e-business is still in the developmental stage.

The globalization of business has had a tremendous impact on the way companies operate today. The scope of globalization runs the gamut from foreign sourcing in the procurement area and/or selective sales in other countries to multifaceted international distribution, manufacturing, and marketing strategies that encompass international production sites, multiple staging of inventory, counter trading in the sale of products, and so on. Whatever the situation, the cost of logistics as a percentage of total cost is greater for international ventures, and the complexity of logistics operations usually increases at a geometric rate in the international arena. Often if procurement is included, logistics is the single-most important factor for successful international ventures. Transportation, in particular, has been affected because of the distances involved both inbound to manufacturing from foreign sourcing and outbound for additional manufacturing or delivery to customers. Transportation might account for as much as 50 percent of the total logistics cost.

The 1990s saw a dramatic growth in the use of 3PLs for basic transportation and distribution processes. This growth continues in the 2000s with 3PLs expanding their services to include inventory management, order management, and inventory ownership. These relationships allow 3PLs to gain a larger “share of wallet” of their clients business. This is one example of the change in the nature of business alliances that are being developed in industry. The beginning of this decade has seen Amazon.com performing fulfillment for Toys Us.com., WalMart.com outsourcing their Internet fulfillment operations, US Airways and United Airlines joining forces to share flight, fares, and frequent traveler programs, and food manufacturers sharing capacity in transportation vehicles for customer deliveries. The 2000s have brought a new type of alliance among companies, which are some times competitors. These alliances focus on eliminating duplication of assets and processes so that both parties can benefit. The remainder of the 2000s will more than likely see more innovative types of business alliances.

Another factor is rapidly changing technology and, in particular, changes in computer hardware and software. The significant price reductions for powerful computer equipment have helped bring about better inventory control, better equipment scheduling, more efficient routing of transportation movements, and so on. Technological changes in communications (such as satellite global positioning systems to maintain contact with motor carrier fleets) have helped to improve service quality to the extent that motor carrier companies now are able to meet narrowly defined time windows for pickups and deliveries. The continued development of radio frequency identification is allowing



companies to track freight to the individual package level. The interface between communication technology and computers is another area that has tremendous potential for logistics. These changes are just the tip of the iceberg; many other developments could be included in this area, such as bar coding and robotics.

All of these challenges have provided opportunities for logistics and transportation processes to add value to product movement through the globe. They have also given the logistics and transportation processes more responsibility for the management of information and cash flows throughout the supply chain.

### **EXERCISE**

**Fill in the blanks and put the sentences into Chinese.**

1. Logistics is defined as a \_\_\_\_\_ for the management of material, service, information, and capital flows.
2. The process of strategically managing the movement and storage of \_\_\_\_\_ throughout the business from suppliers to final delivery to customers.
3. The process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of \_\_\_\_\_.
4. Larger organizations usually have a specialized traffic and transportation function the management the \_\_\_\_\_.
5. The inventory control group is often responsible for \_\_\_\_\_ of finished goods required to support customer requirements, which emphasizes the physical distribution.