

高等院校物流管理专业系列教材·物流企业岗位培训系列教材

物流英语

孙 军 林南南 ◎ 主 编
徐晓飞 许月奎 ◎ 副主编




清华大学出版社



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内 容 简 介

本教材紧密结合物流英语教学改革与发展的新形势和新特点,系统介绍了物流管理、仓储、包装、采购、运输、配送、物流信息系统、供应链管理、货运代理及客户服务等专业基本知识,并通过强化实训,培养并提高读者的应用能力。

本书具有知识系统、案例丰富、版式活泼、注重创新、集课堂教学与实践应用于一体的特点,且采取新颖、统一的格式设计;因而既可作为普通高等院校本科物流管理、工商管理、国际贸易等相关专业的首选教材,同时兼顾高职高专及应用型大学的教学;也可作为物流和外贸企业从业者的培训教材,并为广大社会从业人员提供有益的参考和借鉴。

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Foreword

物流是我国国民经济的重要组成部分和新的经济增长点。加快我国现代物流发展,对于优化资源配置、调整经济结构、改善投资环境、增强综合国力和企业竞争能力、提高经济运行质量与效益、实现可持续发展战略、推进我国经济体制与经济增长方式的根本性转变,具有非常重要而深远的意义。

我国现代物流正处于快速发展时期,与先进国家相比尚有很大差距,但市场潜力和发展前景十分广阔。为推动我国现代物流的发展,国务院正在有序实施《物流业调整和振兴规划》,以促进物流企业加大整合、改造、提升、转型的力度,并逐步实现转型发展、集约发展、联动发展、融合发展,通过物流的组织创新、技术创新、服务创新,在保证我国物流总量平稳较快增长的同时,加快供需结构、地区结构、行业结构、人力资源结构、企业组织结构的调整步伐,创新服务模式,提高服务能力,努力满足经济建设与社会发展的需要。

随着全球物流业的快速发展,以及物流战略、营销理念、运营方式、管理手段的不断创新与变化,对物流人才提出了新的要求。物流人才培养是制约我国物流大规模发展的“瓶颈”,也是当前我国教育界和物流业迫切需要攻克的难题。目前我国物流人力资源,尤其是物流高级管理人才十分稀缺,远不能满足现代物流发展的需求。物流从业人员急需更新观念、学习新知识、掌握新技术、提高服务技能、提升业务与道德素质。物流企业呼唤“有知识、懂管理、会操作、能执行”的专业实用型人才。加速物流经营管理专业高层次复合型人才的培养已成为我国当前亟待解决的问题。

针对我国高校物流教材内容陈旧,知识老化等问题,在中国物流技术协会的支持下,我们组织多年在一线从事物流教学和实践的知名专家、教

授,以及物流企业的经营管理人员,共同精心编撰了此套教材,旨在迅速提高物流管理专业大学生和从业者的专业素质,更好地服务于我国已经形成规模化发展的物流产业。

本套教材作为普通高等教育物流管理专业的特色教材,融入了物流运营与管理的最新教学理念,坚持以科学发展观为统领,注重与时俱进。在吸收国内外物流界权威专家学者最新科研成果的基础上,依照物流活动的基本过程和规律,根据物流业发展的新形势和新特点,全面贯彻国家“十二五”教育发展规划,按照物流企业对人才的需求模式,加强实践能力训练,贴近企业业务实际,强化理论与实践的紧密结合,注重管理方法、管理能力、实践技能与岗位应用的培养训练,并注重教学内容和教材结构的创新。

本套系列教材根据高等院校“物流管理”专业教学大纲和课程设置,包括《物流管理概论》、《物流电子商务》、《采购管理》、《供应链管理》、《物流市场营销》等20本教材。来自北京物资学院、大连工业大学、郑州大学、哈尔滨理工大学、燕山大学、浙江工业大学、河北理工大学、吉林工程技术师范学院、大连交通大学、华北水利水电学院、北京城市学院、江西财经大学、吉林财经大学等全国30多所高校的教师参加了教材编写,教材收录了物流企业的成功案例和管理经验,聘请了业内专家对教材进行审定。

本系列教材的出版对强化物流从业人员教育培训,提高经营管理能力;对帮助学生尽快熟悉物流操作规程与业务管理,毕业后能够顺利就业具有特殊意义。

中国物流技术协会理事长 牟惟仲

2011年8月于北京

..... Preface

物流是流通的命脉，也是国家经济建设的重要支撑。物流英语既是一门专业技术性交叉学科，又是一种应用性极强的必备工具。物流英语有助于物流企业走出国门、跨国经营，促进物流产业化、国际化发展。物流英语在规范经营、完善服务、提升物流品质、提高经济效益、参与国际竞争、推动产业发展等方面具有积极的促进作用，因而越来越受到我国物流行业主管部门和物流企业的高度重视。

随着经济全球化的快速发展，世界各国之间的贸易交往日益频繁，英语已成为我国物流企业进军国际物流市场所必须掌握的技能；尽快提高我国涉外物流企业从业人员的英语水平、加强物流英语人才的培养，已成为目前亟待解决的问题。

当前，面对物流市场国际化的迅速发展与激烈竞争，对从事国际物流运营人员的素质和专业技能的要求越来越高，社会物资流通和物流产业发展急需大量具有物流英语知识与实际业务技能的复合型人才。加强物流英语培训、强化从业者专业技能和综合业务素质培养能够增强物流企业核心竞争力，提高我国物流行业管理水平，更好地为我国物流产业化发展服务。这既是物流企业可持续快速发展的战略选择，也是本书出版的真正目的和意义。

本书作为普通高等教育物流管理专业的特色教材，全书共 11 个单元。以学习者应用能力培养为主线，坚持以学科发展观为统领，依照物流经济活动的基本过程和规律，围绕物流运作中所涉及的领域和业务，系统介绍：物流管理、仓储、包装、采购、运输管理、配送管理、物流信息系统、供应链管理、货运代理及客户服务等物流英语专业基本知识，并通过强化实训，培养与提高读者的应用能力。

由于本书融入了物流英语最新的教学理念，力求严谨，注重与时俱进，具有知识系统、案例丰富、版式活泼、注重创新、集课堂教学与实践应用于一体的特点，且采取新颖、统一的格式设计；因此本书既可作为普通高等院校本科物流管理、工商管理、国际贸易等相关专业物流英语的首选教材，同时兼顾高职高专及应用型大学的教学；也可作为物流和外贸企业从业人员的培训教材，并为广大社会从业人员提供有益的参考和借鉴。

本教材由李大军进行总体方案策划并具体组织，孙军、林南南主编并统稿，徐晓飞、许月奎为副主编，物流英语专家王艳教授审定。作者编写分工：牟惟仲（序言），孙军（第一章、第二章），林南南（第三章、第四章、第五章），徐晓飞、崔艳娟（第六章），许月奎（第七章），徐晓飞（第八章），蔡丽伟、刘丽艳、刘晓晓、马瑞奇（附录）；文思达、顾震、华燕萍负责本书修改和版式调整，李晓新制作教学课件。

在教材编著过程中，我们借鉴参考了国内外有关物流英语的最新书刊资料和国家颁布实施的相关法规和管理规定，并得到编审委员会及从事物流英语教学实践的南开大学经济学院文思达等有关专家教授的具体帮助与指导，在此一并致谢。为配合本书使用，我们提供了配套的电子教学课件，读者可以从清华大学出版社网站（www.tup.com.cn）免费下载。因作者水平有限，书中难免有疏漏和不足，恳请同行和读者批评指正。

编者
2011年12月

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Part One

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- Chapter 2 Warehousing Management and Inventory Control
- Chapter 3 Transportation Management
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- Chapter 5 Distribution Management
- Chapter 6 Logistics Information System
- Chapter 7 Supply Chain Management
- Chapter 8 New Trends of Logistics

Overview of Logistics

Learning Objectives

- Understand the definition of logistics
- Understand some interpretations of logistics
- Understand why companies can get competitive advantages through logistics

Lesson 1.1 The Definition of Logistics

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), one of the world's most prominent organizations for logistics professionals. According to the CLM, "Logistics is 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' requirements."^[1]

This definition needs to be analyzed in closer detail. First, The CLM definition indicates that the purpose of logistics is "to meet customers' requirements", so we maintain this firstly. This is important for several reasons, with one being that logistics strategies and activities should be based upon customers' wants and needs rather than the wants, needs, and capabilities of other parties. A second reason for the importance of meeting customers' requirements is the notion that since different customers have different logistical needs and wants, a one-size-fits-all logistics approach (mass logistics) in which every customer gets the same type and level of logistics service—will result in some customers being over-served while others are underserved.

Logistics is part of the supply chain process. The key point for now is that logistics is part of a bigger picture in the sense that the supply chain focuses on coordination among business functions (such as marketing, production, and finance) within and across organizations. The fact that logistics is explicitly recognized as part of the supply chain process means that logistics can impact how well (or poorly) an individual firm and its associated supply chain can achieve goals and objectives.

The CLM definition also indicates that logistics “plans, implements, and controls.” Of particular importance is the word and, which suggests that logistics should be involved in all three activities—planning, implementing, controlling and not just one or two. Some suggest, however, that logistics is more involved in the implementation than in the planning of certain logistical policies.

Note that the CLM definition also refers to “efficient and effective forward and reverse flow and storage”. Broadly speaking, effectiveness can be thought of as “how well does a company do what they say they’re going to do^[2]?” For example, a company promises that all orders will be shipped within 24 hours. In contrast, efficiency can be thought of as how well (or poorly) company resources are used to achieve what a company promises it can do^[3].

With respect to forward and reverse flow and storage, logistics has traditionally focused on forward flow and storage, that is, those directed toward the point of consumption. However, the logistics discipline has recognized the importance of reverse flow and storage (reverse logistics), which originate at the point consumption. Reverse logistics is also likely to gain additional attention in the future because online purchases tend to have higher return rates than other types of purchases.

Finally, the CLM definition also indicates that logistics involves the flow and storage of “goods, services, and related information.” Indeed, in the contemporary business environment, logistics is as much about the flow and storage of information as it is about the flow and storage of goods. Advances in information technology make it increasingly easy and less costly for companies to substitute information for inventory. Consider the U. S. Marine Corps which is in the midst of a decade-long strategy to improve its logistics. The Marines aim to replace inventory with information so that they won’t have to stockpile tons of supplies near the battlefield. That’s what the armed forces did during the Gulf War; only to find out they could not keep track of what was in containers and didn’t even use many of the items.

New words and terms

Council of Logistics Management (CLM)	<i>n.</i>	物流管理协会
the point of origin	<i>n.</i>	起源地
the point of consumption	<i>n.</i>	消费地
planning, implementing, controlling	<i>n.</i>	计划、实施、控制
forward logistics	<i>n.</i>	正向物流
reverse logistics	<i>n.</i>	逆向物流
storage	<i>n.</i>	储存
inventory management	<i>n.</i>	库存管理
warehousing	<i>n.</i>	仓储

Notes

1. Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective forward and reverses 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.

物流是供应链运作过程中,以满足顾客需求为目的,对货物、服务和相关信息在产出地和消费地之间实现高效率、高效益的正向和反向流通及存储所进行的计划、执行和控制的过程。

2. Broadly speaking, effectiveness can be thought of as “how well does a company do what they say they're going to do.”

广义来说,效益可以被认作“企业做其所承诺的事情所取得的效果。”

3. In contrast, efficiency can be thought of as how well (or poorly) company resources are used to achieve what a company promises it can do.

反之,效率则被认作企业在实现其工作目标的过程中资源利用的好坏。

Lesson 1.2 Some Interpretations to Logistics

1. 6R philosophy of Logistics

- logistics is getting the right product or service;
- to the right place;
- at the right time;