



21世纪应用型精品规划教材 • 物流管理

物流实务英语

(英汉双语)

王 睿 主编

免费赠送
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及习题答案



清华大学出版社

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内 容 简 介

本书内容涵盖了物流系统中各环节的专业英语知识,具体包括物流及供应链、采购与订单管理、配送、包装、仓储、库存管理、运输、物流单证、物流信息技术等主题。本书内容前后衔接,形成一体,每部分均包括难度适中的案例导入、中英文对应的精读课文,并附词组和带有音标的单词解释,在相应章节还增加了商务信函。同时,每一章都配有相应的习题,其中话题讨论、英语对话、案例分析等栏目体现了专业英语用书的综合性与实用性特点。为了方便教学和学习,本书还将配有电子课件,其中包括教学课件及课后习题参考答案。

本书可作为高等院校物流管理及相关本科专业学生专业英语课程的教材,亦可作为物流行业培训的教材,还可供具有一定英语基础的物流专业人员自学使用。

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前 言

伴随着中国对外开放的深入和全球经济一体化的到来，中国企业的机遇与挑战也相伴而来。企业生存环境的变化要求我国物流从业人员及在校学生必须提升自己的英语学习能力，具备直接用英语获取相关专业知识和水平，因此，本书兼顾专业性和实用性两大特点，目的是培养学生专业英语阅读能力及文献翻译的初步能力。

目前市场上的物流英语教材普遍都是理论性的内容，涉及案例分析的较少，涉及物流实际业务的更少。尽管理论性的内容可以培养学生阅读外文资料的能力，却未能锻炼学生实际业务中用英语进行交流沟通的能力。鉴于此，我们编写了本书作为高等院校物流工程、物流管理专业的专业英语教材，选材广泛，内容新颖，针对性强。本书内容涉及物流、供应链概况以及物流的相关基本活动，包含采购与订单管理、配送、包装、仓储、库存管理、运输、物流单证和物流信息技术的内容。每部分均包括难度适中的案例导入和中英文对应的精读课文，并附词组和带有音标的单词解释；在相应章节还增加了商务信函部分以提高学生的实战技能；每一章都配有相应的习题，其中话题讨论、英语对话等栏目充分搭建师生互动平台；此外，知识链接和课后案例分析部分可供学生进一步提高阅读能力和扩展知识面。

在编写本书的过程中，作者参考了大量的书籍、文献和论文等，选材均来自国外物流专业权威和近期出版的期刊、时新教材、报刊资料及以世界物流大公司的年度报告和业务资料为内容建立的语料，内容丰富，材料翔实，具有很强的时效性、实用性、广泛性、新颖性和时代性，在此作者对这些专家和学者表示深深的谢意。

曲露勃同志对书稿进行了认真细致的修改，在此表示由衷的感谢和敬意。由于时间仓促和水平有限，书中如有不尽如人意之处，敬请读者批评指正。

编 者

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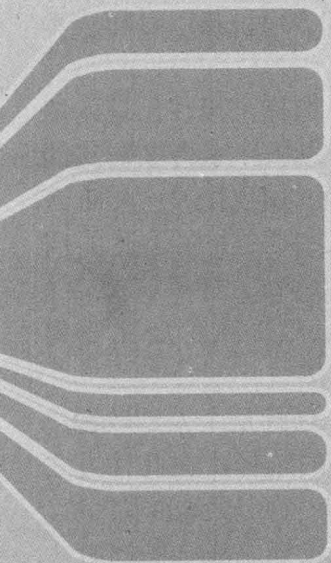
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Chapter 1

Logistics

物流



Case Study

案例导入

How a Bottle of Coca-Cola (coke) Moves to an End Consumer?

一瓶可乐是如何到达终端消费者手中的?

If a consumer wants to have a bottle of Coca-Cola (coke), he can choose to

A. go straight to the **manufacturer**, buy it at **ex-factory price** (e.g. 1.50 Yuan /bottle) but pay extra costs for bus fare (e.g. 5 Yuan or more), totaling 6.50 Yuan plus time cost (hours of bus travel), or

B. go to a supermarket and buy it at retail price (e.g. 2.50 Yuan) with minimal time cost.

Choice A is rarely the case because the total logistics cost of direct purchase from the manufacturer is **prohibitive** for any individual (2.6 times as much as the **retail price** in the above case), though its purchase price is much lower than the retail price.

Choice B is most popular for individual consumers, in which the customer pays a higher retail price **in exchange for** ease of shopping and **exemption** of the **time-consuming** travel to the manufacturer, in addition to a lower total cost.

Generally speaking, movements of goods/product observe the typical supply chain model (See Figure 1-1).

manufacturer

[ˌmænjuˈfæktʃərə]

n. 制造商; [经] 厂商

ex-factory price
出厂价

prohibitive

[prəʊˈhɪbɪtɪv]

adj. (费用、价格等) 过高的

retail ['ri:teɪl]

n. 零售

in exchange for
交换

exemption

[ɪɡˈzempjən]

n. 免除, 豁免; 免税

time-consuming
耗时的

如果客户想买一瓶可口可乐, 他可能选择:

A. 直接到厂家以出厂价(如 1.50 元/瓶)购买, 但要支付额外的巴士费(如 5 元或更多), 总计 6.50 元, 还要另加时间成本(数小时的巴士乘坐), 或者

B. 去超市以零售价购买(如 2.50 元/瓶), 时间成本最低。

A 选择是极少出现的情况, 因为从厂家直接购买的总物流成本对于个人而言是极其昂贵的(在上述的情况下, 达到了零售价的 2.6 倍), 虽然采购价要比零售价低得多。

B 选择是个人零散客户最常用的选择, 在此种方式下, 客户支付较高的零售价, 在享有较低总成本的同时, 还可以换取购物的轻松并免除到厂家取货的耗时旅程。

一般来说, 商品/产品的流转需要遵循典型的供应链模式(见图 1-1)。

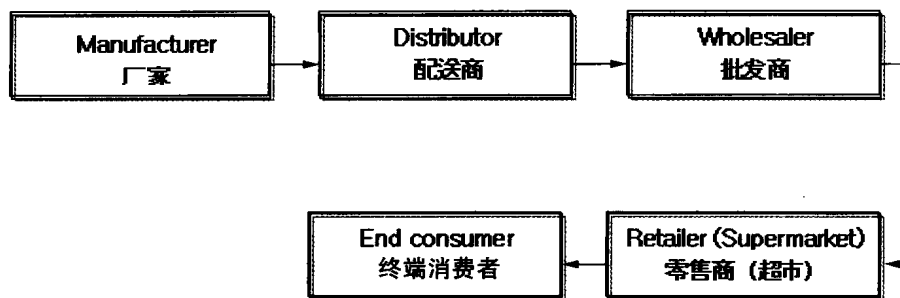


Figure 1-1 A typical Supply Chain

图 1-1 典型的供应链

The Coca-Cola soft drink product moves by the typical supply chain. The retail price is higher because value is added to the product as it passes through each node in the supply chain (See Figure 1-2).

可口可乐软饮料的供应链就是依照典型的形式动作的，其零售价更高，是因为当产品经过供应链的每个节点时增加了价值 (见图 1-2)。

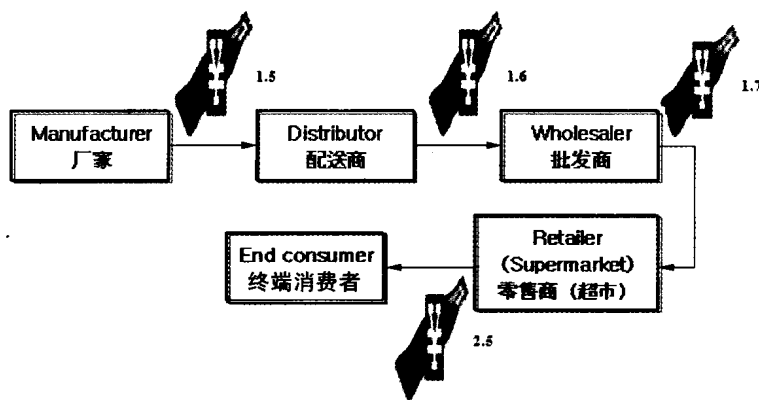


Figure 1-2 A Presumptive Value-added Model

图 1-2 推定增值模型

Learning Objectives 【学习目标】

- To learn the definition of logistics.
- To learn the 7R theory of logistics.

- To learn the activities in logistics system.

Key Terms 【关键词】

logistics	物流	transportation	运输
demand forecasting	需求预测	warehousing	仓储
material handling	物料搬运	information processing	信息处理
production planning	生产规划	inventory management	库存管理
packaging	包装	customer service	客户服务

Part 1 Definition of Logistics 物流的定义

1. The Introduction of Logistics

“**Logistics**” is a term, which originates from both the army and the French. According to the French, the Baron of Jomini, who was of Swiss origin and had served in Napoleon’s army before joining the Russians 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 Replenishment Programs” (MRP) and was confined to the manufacturing sector at the beginning. Therefore the extension of the concept to involve company operations is a relatively new one and the earliest usage dates back to the 1950s in the U.S.

CSCMP has given an authoritative

logistics
[ləu'dʒɪstiks]
n. [军] 后勤; 后勤学

encompass
[ɪn'kʌmpəs]
vt. 包含; 包围, 环绕; 完成

replenishment
[ri'plenɪmənt]
n. 补充, 补给

1. 物流

“物流”或“后勤”一词其实源于军队, 对其词义解释亦有多个不同版本, 根据法国人阐述的词义, 该词早于 19 世纪初被祖文尼男爵率先采用。祖文尼是一名原籍瑞士的军官, 他在投奔沙皇俄国军队之前在拿破仑军中服役, 其后一手创立“圣彼得堡军事学院”。就军事意义而言, 物流管理一词意即运输编制、军队补给和物料保养。

然而在商务界, “物流管理”的概念仅仅用于“物料需求计划”, 并且最初只用于制造业部门。因此该概念被扩展应用于公司是相对较新的, 最早的使用始于 20 世纪 50 年代的美国的。

definition which is widely accepted by the logistics professionals. “Logistics is that part of the supply chain process that plans, implements and controls the efficient, effective flow and storage of goods, service and related information from the point of origin to the point of **consumption** to meet customers’ requirements.”

consumption

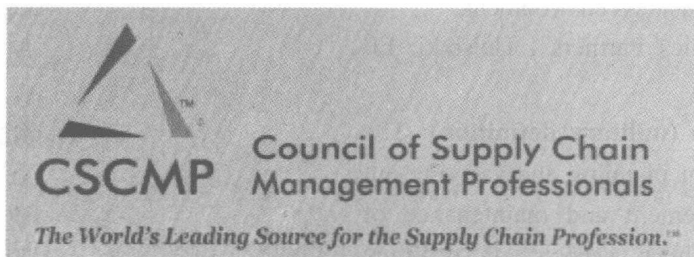
[kən'sʌmpʃən]

n. 消费; 消耗;

美国供应链管理专业协会给出了一个权威的定义, 该定义被物流专业人士广泛接受。“物流是供应链的一部分, 它对产品、服务及相关信息从原产地到消费地的高效率和高效力的流动及存储进行规划、实施和控制, 以满足客户的要求。”

专栏 1-1

美国供应链管理专业协会(简称 CSCMP)



1963 年在美国成立的美国供应链管理专业协会——Council of Supply Chain Management Professionals——英文简称 CSCMP, 原名物流管理协会(简称 CLM), 是物流和供应链管理领域最有影响力的个人参与的行业组织。CSCMP 凭借会员的积极参与和杰出才能, 一直致力于推动物流业的发展, 为物流从业人员提供教育机会和信息。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、服务及相关活动, 促进从业人员的参与, 了解物流业, 从而对物流事业做出贡献。

CSCMP 特别关注以下三个重要领域:

——通过行业内的交流和对话, 创造机会, 提高和发展物流管理水平。

——通过计划和指导研究来推动物流理论和实践的知识发展。

——作为一个资源宝库, 使人们清楚地了解物流对商业活动的重要意义以及它在全球经济中的关键性地位。

美国供应链管理专业协会是全球性物流业的个人组织, 拥有 15 000 名来自世界各地的会员, 每年有超过 6000 名会员参加年会, 这个事实表明, 成为 CSCMP 的会员, 其象征意义已远非表明在行业内拥有会员身份这样简单。

<http://www.cscmpchina.org/>

2. Other Definitions of Logistics

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

- **Logistics (business definition):** Logistics is defined as 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.
—(Logistics Partners, 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.)
—(American Heritage Dictionary)
- **Logistics:** The process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related

framework

[ˈfreimwɜ:k]

n. 框架, 骨架;
结构, 构架

military

[ˈmilitəri]

adj. 军事的; 军人的; 适于战争的

acquisition

[ˌækwiˈziʃən]

n. 获得物, 获得

evacuation

[iˌvækjuˈeɪʃən]

n. 疏散; 撤离;
排泄

2. 其他物流定义

“物流”一词有不同版本的各定义, 具体如下:

- **物流(商业定义):** 物流被定义为管理物流、服务流、信息流和资金流的商业计划的构架。它包括当今商业环境所需要的日益复杂的信息、通信和控制系统。
——(物流管理合伙人, 芬兰首都赫尔辛基, 芬兰, 1996)
- **物流(军事定义):** 物流是计划、执行军队的调动与维护等方面的一门科学。物流与军事活动的诸多方面有关: 军事物资的设计、开发、采购、储存、运输、分配、保养、疏散及废料处置; 军事人员的运输、疏散和医疗; 军事装备的建设性采购、保养、运营及废物处理; 军事服务的采购与提供。
——(参谋长联席会议 1-02 摘录)。
——(美国传统字典)
- **物流:** 物流是对货物、服务及相关信息

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 requirements.

—(Reference: Canadian Association of Logistics Management)

从起源地到消费地的有效率、有效益的流动和储存进行计划、执行和控制,以满足顾客要求的过程。该过程包括流入、流出、内部和外部的移动及以保护环境为目的的物流回收。

——(参考: 美国物流管理协会)

- **物流:** 物流是对原材料、在制品库存、产成品及相关信息从起源地到消费地的有效率、有效益的流动和储存进行计划、执行和控制,以满足顾客要求的过程。

——(参考: 加拿大物流管理协会)

Part 2 7R Theory of Logistics 物流“7R”理论

Logistics is sometimes described as achieving the “seven rights”:

getting the right thing;
in the right quantity;
in the right quality;
to the right place;
at the right time;
in the right **condition**;
at the right price.

condition
[kən'diʃən]
n. 条件; 情况;
环境; 身份

物流有时又被描述为达到“7个适当”:

获得适当的物品;
以适当的数量;
以适当的质量;
到达适当的地方;
在适当的时间;
以适当的状况;
以适当的价格。

In practice, logistics **refers to** the systematic management of the various activities required from the point of production to the customer. Getting the right amount of goods to the right place at the right time is critical, especially in an age when **budgets** are tight and customer demand is unpredictable.

refer to
引用

budget
['bʌdʒɪt]
n. 预算

In order to succeed in today's global marketplace, companies must be ever **cognizant** of these trends and develop a logistics management strategy that capitalizes on the best-of-breed technology solution available today, so that they can meet the demands of their customers today and be well prepared for the future.

cognizant
['kɒɡnɪzənt]
adj. 审理的;
已认知的

实际上, 物流是指从生产地点到客户所需各种活动的系统管理。尤其是在资金预算紧张和客户需求无法预测时, 在正确的地点和时间得到正确数量的货物显得颇为关键。

为了赢得全球市场, 公司必须清楚地知道市场发展方向并制定相应的物流战略, 要充分利用先进技术, 这样才能更好地满足客户需求并为未来的发展做好充足的准备。

Part 3 Main Activities of Logistics System 物流系统的主要活动

To make a logistics system function, a variety of activities such as procurement, packaging, transportation, warehousing, inventory control, information processing, customer service must execute together. This is no small task, especially in an environment that is becoming increasingly demanding. Let's briefly introduce some of these main activities of logistics system.

● Procurement

Procurement refers to purchasing raw materials, **component** parts, and supplies from outside company to support the organizations operations. Since these inputs can have direct

component
[kəm'pəʊnənt]
n. 成分; 组件

一个物流系统要运作起来, 需要各种物流活动的共同参与。这些活动包括采购、包装、运输、仓储、库存控制、信息处理、客户服务等。在市场环境变得越来越严苛的情况下, 要完成这些任务并不简单。以下介绍物流系统中一些主要的活动。

● 采购

采购是指从公司外部购买原材料、零部件等以支持公司的运作。因为这些购入的物品对公司的成本和最终

impact on both the cost and quality of the final product/service offered to the customer, this activity is important to the overall success of the logistics effort.

● Packaging

Packaging can have both marketing (consumer packaging) and logistical (industrial packaging) **dimensions**. Industrial packaging focuses on protecting the product while it is being shipped and stored. Too much packaging increases costs while **inadequate** protection can result in merchandise damage and, **ultimately**, customer dissatisfaction.

● Warehousing

Warehousing refers to places where inventory can be stored for a particular period of time. In the past decades, important changes have occurred **with respect to** the role of warehousing in contemporary logistics system.

● Inventory management

Inventory refers to stocks of good that are maintained for a variety of purposes, such as for **resale** to others, as well as to support manufacturing or assembling processes. To achieve good inventory management, logistician need to balance the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them.

● Transportation

Transportation refers to the physical movement of goods from one point to another

dimension

[di'menʃ(ə)n]

n. 规模, 大小

inadequate

[in'ædikwi:t]

adj. 不充分的, 不适当的

ultimately

[ʌltimətli]

adv. 最后; 根本; 基本上

with respect to
关于; 至于

resale

[ri:'seil, ri:'s-]

n. 转售; 零售; 再贩卖

● 包装

包装包括营销包装(消费包装)和物流包装(工业包装)两种类型。工业包装强调的是在商品运输和存储过程中所起的保护作用。包装过度会增加成本, 但是缺少应有的保护会导致货物损坏, 最终使客户不满。

● 仓储

仓储指的是一段时期内用来存储货物的地方。在过去的十年中, 仓储在现代物流系统中的角色发生了重要的变化。

● 库存管理

库存指的是为不同目的而保留的储存货物, 例如要转卖给他人的货物、用于支持生产或组装过程的货物。良好的库存管理要求物流人员在保有额外的产品所产生的成本和顾客需要时缺货的风险之间取得平衡。

● 运输

运输是物品从一点向另一点的物理移动。运输包含选择运输方式和路线, 在地方和国家规章制度范围内运营和选择承运人。运输常常

point. It involves selection of the transport mode, **routing** of the shipment, **compliance** with regulation in the region of the country, and selection of carriers. Transportation is often the most costly logistics activity, and can range from 40% ~ 60% of a firm's total logistics cost.

● Information management

Information is what links all areas of the logistics system together. Since the development of IT technology resulted in price reduction of computers and software, founding an information system become **affordable** even to small organizations. Indeed, firms are linking their internal logistics information systems with those of their suppliers, customers and other partners. Such an open exchange of information can result in faster order placement, quicker delivery, and greater accountability throughout the logistics process.

● Customer service

The ultimate purpose of any logistics system is to satisfy customers. Customer service policy might include the following:

An understanding of the different market segments that exist; an awareness of the customer's needs or perceived needs within this segmentation; the determination of clearly defined and quantifiable standards of customer service in relation to the different market segments; an understanding of the trade-off between the costs and levels of customer service; measurement of the service provided;

route

[ˈru:t]

n. [计] 路由选择; 工艺路线; 选择途径

compliance

[kəmˈplaɪəns]

n. 顺从, 服从; 承诺

affordable

[əˈfɔːdəbl]

adj. 负担得起的

是成本最高的物流活动, 运输成本能占到企业物流总成本的 40%~60%。

● 信息管理

信息将物流系统各个领域联结在一起。信息技术的发展使计算机和软件的价格下降, 即使是一些小型企业也可以承担创建信息系统的费用。确实, 企业正将他们的内部物流信息系统和他们的供应商、顾客以及合作伙伴的系统联结起来。这种对外信息交换缩短了下单、送货的时间, 提高了整个物流流程的可靠性。

● 客户服务

任何物流系统的最终目的都是为了满足顾客的需要。客户服务策略包括:

理解不同的细分市场; 在不同的细分市场里发掘客户需求; 对于不同的细分市场, 确定清晰明确的可量化的客户服务标准; 懂得在客户服务成本与水平之间进行权衡; 衡量所提供的服务; 联系客户以确保理解和正确评价所提供的服务。

在以上活动中, 有的在企业中扮演着独立的角色(如采购、生产计划、信息处理), 而另一些则与物流有更紧密的关系(如运输、仓储、库存

and liaison with customers to ensure an understanding and appreciation of the service provided.

Some of these activities **traditionally** have a well-defined stand-alone role within a company (procurement, production planning, information processing), while others generally have been more closely associated with logistics (transportation, warehousing, inventory management, packaging). What **ties** all these functions together is their ability to impact customer satisfaction, and this can be achieved through good customer service.

We should keep in mind that one logistics system does not **fit** all companies. The number of activities in a logistics system can vary from company to company.

To understand these activities better, we will analyze them in closer detail in the following chapters of this book.

管理、包装)。全部的这些活动之所以能联结在一起，是因为它们都会对客户满意度产生影响，并最终通过客户服务这一活动得以实现。

同一套物流系统不能适用于所有的企业，这是我们必须要牢记的。各个公司之间的物流系统所包含的活动可能是不同的。

为了更好地理解这些物流活动，我们会在以后的章节中对它们进行更详细的分析。

traditionally

[trə'diʃənəli]

adv. 传统上;
习惯上; 传说上

tie [tai]

n. 结
v. 绑; 联结

fit [fit]

vi. 符合, 配合;
适合; 合身

Summary 本章小结

In this initial part, a number of logistics definitions have been introduced. The important elements of logistics have been described, and these will be expanded in the subsequent chapters of the book.