

致用·专业英语系列教材

现代物流

专业英语

*Professional English for
Logistics*

吴健 黄金万 傅莉萍 编



机械工业出版社
China Machine Press

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本书是实用性极强的物流专业英语教材。本书选材基本来源于物流文献、英语原著，包括了物流的各个主要环节，目的是为国内、国际物流业培养一批既精通业务，又熟悉外语的中高级管理人才。本书共12章，每章都有两篇课文（Text A/B），部分章还有一到两篇辅助读物（Additional Reading）。课文、读物和练习的编排方式新颖、内容互动、难点分散、形式活泼、图文并茂、简明扼要，便于自学。

本书适合于高校物流专业的学生和物流领域的从业人员。

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推荐序

世界经济一体化已经成为不可逆转的趋势。在任何地方学习、在任何地方工作、为任何公司工作，是这个趋势发展中的显著特征。物流作为重要的经济活动之一，更具有国际化特征。因此，无论从研究学习国际先进的物流技术角度，还是从物流工作本身的要求角度，英语都是十分重要的工具。作者编写的这本教材十分必要。

本教材以职业需求为导向，突出了能力目标，有利于引导学生和企业物流工作者提高物流英语的专业水平，从而提高从事物流工作的适应性。

本教材所选内容时效性及实用性较强，适合物流专业的大学生作为领域英语学习的教材，也适合在职物流工作者自学参考。



南海东软信息技术学院创校院长
国防科技大学计算机博士
东北大学博士后，教授

在编写本书时，我们从社会的实际需求出发，结合专业英语的教学实践，确定编写的指导思想和教材特色为：从物流专业出发，循着自然顺序，由浅入深、由简到繁，循序渐进。本书共12章，由课文（Text A/B）及辅助读物（Additional Reading）组成，包括了物流的各个主要环节，既有理论概念，又有实践知识。每个单元均附有大量的、与物流相关的、英语用法的练习。

本书基本取材于英国、美国、荷兰文献原著。为满足当今物流业实际需要及保持原著的语言风格，编者对原文只做删节，不做改写。在每篇短文后，提供了其中生词、词组以及某些专业词组，并对正文中一些疑难句子提供了注释或该句的参考译文。全书选材广泛，语言规范，难度适中，便于自学。本书专为高校物流专业的学生和在职物流员工进一步学习英语而设计、编写，推荐学时为30~60学时。

本书由吴健、黄金万和傅莉萍负责总体设计和章节安排，具体编写情况如下：第1、2、3、4、5、6、10章由吴健、黄金万、傅莉萍编写，第8、12章由卢毅阳编写，第7章由黄金万编写，第11章由朱江、吴健编写，第9章由温智全编写，由周新聪、周国强两位博士审稿，最后由吴健定稿。其他负责英语语言方面的校核、注释、作业设计的高级语言顾问有黎健慧、陈若静、Miss Marci Bernstein、Mr. Christian R. Banski、周曼玲、刘集成、王伟明等。

非常感谢院长杨利教授，是他结合学生“双师”、“建构”教学实际，对我们和我们的编写工作给以充分的肯定和鼓励。此外，我们还得到学院其他多方面人员的热心支持，对此，我们也表示由衷的感谢。另外，本书在编写过程中参考引用了一些国内外资料，在此谨向有关作者致以衷心的感谢。

本书经过多次仔细校对，但由于时间紧迫，编写力量有限，书中错误在所难免，希望广大读者谅解并提宝贵意见，以便再版时改正，编者信箱 wu_jian@neusoft.com，欢迎与我们联系交流。

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东北大学南海东软信息技术学院
2008年12月8日

教学目的

本课程教学的目的在于从权威的角度观察物流的方方面面，让学生了解物流活动的常见要素，并认识物流活动的具体过程及运作规律。同时，从英语的角度去增加学生的物流专业英语词汇量，增强学生应用物流专业英语的能力，为将来从事国际贸易或国际物流相关工作打下一个良好的基础。

前期需要掌握的知识

《物流概论》

教学安排建议

教学内容	学习要点	课时安排	
		本科	专科
第1章 物流	(1)了解物流的含义 (2)了解物流质量竞争优势 (3)了解物流时间竞争优势 (4)了解物流成本竞争优势 (5)了解物流可靠性竞争优势	2	3
第2章 运输	(1)分析运输的功能 (2)了解运输是产品的储存的含义 (3)掌握运输的基本经济原则	—	4
第3章 综合物流	(1)掌握综合物流的定义 (2)了解综合物流的模型 (3)掌握综合物流相关的活动	2	2
第4章 仓储与配送中心	(1)掌握什么叫公共仓库 (2)掌握什么叫私有仓库 (3)了解配送中心规划应注意的事项	4	4

(续)

教学内容	学习要点	课时安排	
		本科	专科
第5章 库存及库存系统	(1)分析库存的定义 (2)掌握库存的构成 (3)掌握库存系统的作用 (4)了解库存的限制因素 (5)分析库存成本的构成要素	4	4
第6章 供应链	(1)了解供应链的定义 (2)掌握供应链的构成要素 (3)成功供应链的构成条件	4	4
第7章 第三方物流	(1)熟悉第三方物流的定义 (2)理解第三方物流存在的必要性 (3)第三方物流的供应链服务	2	4
第8章 国际物流	(1)国际物流的相关定义解说 (2)国际物流媒介(国际物流供应商)简说 (3)主要的国际物流单证 (4)国际物流面临的挑战 (5)中国对国际投资者的物流服务不足	4	3
第9章 绿色物流	(1)绿色物流的定义 (2)绿色物流的活动6要素 (3)掌握绿色供应链的内涵	2	2
第10章 技术结构	(1)分析企业资源规划(ERP)的大概运行方法 (2)掌握先进规划和排程	4	4
第11章 物流信息	(1)什么是物流信息系统 (2)了解物流信息及物流信息系统的发展历程	4	4
第12章 物流业的发展趋势	(1)掌握决定物流业前景的9个要素 (2)了解第三方物流和第四方物流的未来发展趋势 (3)了解影响中国物流业成功发展的各种因素	—	2
课时总计		32	40

注：在课时安排上，对于本科可以是32个学时；管理专业专科生及非管理专业专科生是根据40个学时安排的，以便加深对物流的认识。

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Text A Logistics[⊖]

Logistics is a unique global “pipeline”^[1] that operates 24 hours a day; seven days a week and 52 weeks a year, planning and coordinating the transport and delivery of products and services to customers all over the world.

Coming into being with the advent of civilization, logistics is anything but a newborn baby^[2]. However, when it comes to modern logistics, most professionals in the business consider it one of the most challenging and exciting jobs, invisible as it is^[3].

Modern 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], which may include but by no means is limited to: packaging, warehousing, material handling, inventory, transport, forecasting, strategic planning, and customer service.

“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.” Although this definition fails to incorporate all specific terms used in the study of logistics, it does reflect the need for total movement management from point of material procurement to location of finished product distribution.

Words and expressions

unique *adj.* 唯一的, 独特的

global *adj.* 全球的, 全世界的

pipeline *n.* 管道; 传递途径

operate *v.* 操作, 运转, 开动; 起作用; 动手术,
开刀

coordinate *n.* 同等者, 同等物, 坐标 (用复数)

adj. 同等的, 并列的

vt. 调整, 整理

transport *n.* 传送器, 运输, 运输机

vt. 传送, 运输

delivery *n.* 递送, 交付, 交货

come into being 形成, 产生

⊖ 毛浚纯. 物流英语 [M]. 北京: 高等教育出版社, 2003: 3.

newborn <i>n.</i> 婴儿	<i>vt.</i> 储入仓库, <俚> [经] 以他人名义购进 (股票)
<i>adj.</i> 新生的, 再生的	
professional <i>n.</i> 专业人员	material handling 物料输送; 原材料处理
<i>adj.</i> 专业的, 职业的	inventory <i>n.</i> 详细目录, 存货, 财产清册, 总量
challenging <i>adj.</i> 需要充分发挥能力的, 富有挑战性的	forecast <i>n.</i> 预见, 预测, 预报
	<i>vt.</i> 预想, 预测, 预报
invisible <i>adj.</i> 看不见的, 无形的	strategic <i>adj.</i> 战略的, 有战略意义的
effective <i>adj.</i> 有效的	customer service 客户服务
efficient <i>adj.</i> (直接) 生效的, 有效率的, 能干的	storage <i>n.</i> 储藏 (量), 储藏库, 存储
flow <i>n.</i> 流程, 流动, (河水) 泛滥, 洋溢	consumption <i>n.</i> 消费, 消费量
<i>vi.</i> 流动, 涌流, 川流不息, 飘扬	meet one's requirements 满足某人的需要
<i>vt.</i> 溢过, 淹没	incorporate <i>adj.</i> 合并的, 结社的, 一体化的
vital <i>adj.</i> 生死攸关的, 重大的, 至关重要的	<i>vt.</i> 合并, 使组成公司, 具体表现
customer <i>n.</i> 消费者	<i>vi.</i> 合并, 混合, 组成公司
client <i>n.</i> 顾客, 客户, 委托人	reflect <i>v.</i> 反射, 反映, 表现, 反省, 细想
package <i>n.</i> 包裹, 包	procurement <i>n.</i> 获得, 取得
warehouse <i>n.</i> 仓库, 货栈, 大商店	distribution <i>n.</i> 分配

Notes to Text A

[1] Logistics is a unique global "pipeline" .

在修辞学中有一种修辞手法是比喻, 用于比较两种事物或人的相同点。比喻分为两类: 明喻和暗喻。明喻称被比喻的物体“像某个事物”, 用 like 表示, 暗喻称某个事物“是另一个事物”。例如: Steve Morris looks like a wonder boy. (明喻) Steve Morris is a wonder. (暗喻)

全句译为: 物流是一个独特的全球性的“管道”。

[2] Coming into being with the advent of civilization , logistics is anything but a newborn baby.

全句译为: 文明伊始, 物流就已经存在, 因而不是新鲜事。

[3] ... when it comes to modern logistics, most professionals in the business consider it one of the most challenging and exciting jobs, invisible as it is.

invisible as it is: 这是一个倒装句。表示尽管……。 “as” 前面可加动词或形容词。例如:

Child as he is, he makes a living on his own. 尽管他还是小孩, 他已经自己谋生了。

Difficult as it is, we still encourage each other. 尽管很困难, 我们仍然互相鼓励。

全句译为: 说到现代物流, 业内专业人士认为, 尽管看不见摸不着, 它却是最富有挑战性和最激动人心的工作。

[4] Modern 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.

全句译为: 现代物流关系到货物流和信息流的有效性和高效率, 对于经济社会各个消费者和中间商, 货物流和信息流是非常重要的。

Exercises

Fill in the blank with proper words or expressions.

1. Logistics is a unique global “_____” that operates 24 hours a day; seven days a week and 52 weeks a year.
2. Coming into being with the advent of civilization, logistics is anything but a _____ baby.
3. Logistics is that part of the _____ 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.

True or false.

1. When it comes to modern logistics, most professionals in the business consider it one of the worst jobs.
2. Modern logistics is related to the effective and efficient flow of materials and information.
3. Modern logistics may include only: packaging, warehousing, material handling, inventory, transport, forecasting, strategic planning, and customer service.

Translate Chinese into English.

1. 物流是供应链过程的一部分。
2. 文明伊始，物流就已经存在，因而不是新鲜事。
3. 几乎所有业内专业人士认为现代物流是一个无形的、最有挑战性和令人兴奋的工作。
4. 现代物流关系到货物流和信息流的有效性和高效率。
5. 对于经济社会各个消费者和中间商，货物流和信息流是非常重要的。

Text B Competitive Advantage[⊖]

There are various ways in which products compete in the marketplace. Perhaps a given product is something that no one else can match in terms of price^[1]. Or maybe you offer a product that is technically superior, such as the Gillette razor blade. While new product development has logistics implication, the key advantage provided by logistics—is product availability in the marketplace at low cost^[2]. Logistics supports competitiveness and availability as a whole by meeting the end-customers demands in supplying what is needed in the form it is needed, when it is needed, at a competitive cost. There is a fourth variable, which controls the logistics process: the dependability advantage.

⊖ ALAN HARRISON, REM VAN HOEK. *Logistics Management and Strategy* (英文版) [M]. 2nd ed. 北京: 机械工业出版社, 2002: 16-18.

The quality advantage

The most fundamental objective is to carry out all processes across the supply chain so that the end product does what it is supposed to do^[3]. Quality is the most visible aspect of supply chain performance. Defects and late deliveries are symptoms of quality problems in supply chain processes. Such problems negatively influence customer's loyalty.

Internally, controlling measures, at the heart of supply structure, will help to reduce costs by eliminating errors, and help to increase dependability by making processes more certain^[4].

In many logistics situations, quality of service is about selecting the right quantity of the right product in the right sequence in response to customer orders^[5].

The time advantage

Time measures how long a customer has to wait in order to receive a given product or service^[6]. Time can be a big factor in getting orders for companies who have learned that some customers do not want to wait—and are prepared to pay a premium to get what they want quickly. The time advantage is variously described as speed or responsiveness in practice^[7].

Speeding up the supply chain processes may help to improve freshness of the end product, or to reduce the risk of obsolete or over-aged stock in the system.

The cost advantage

Many products compete specifically on the basis of low price. This is supported from a supply chain point of view by low-cost manufacture, distribution, servicing and the like^[8]. Examples of products that compete on low price are “own brand” supermarket goods that reduce the high margins and high advertising costs of major brands.

Controlling variability: the dependability advantage

Time is not just about speed. It is also about controlling variability in logistics processes. Variability undermines the dependability with which a product or service meets its target.

Dependability measures are widely used in industries such as train and air traveling services to monitor how well published timetables are met. And in manufacturing firms, dependability is used to monitor a supplier's performance in such terms as: on time or in full^[9].

Logistics operations are concerned not just with the average percentage of orders delivered on time but also in the variability^[10]. A manufacturer has to cope with the day-by-day variability of orders delivered. In practice, this is the more important measure because of the resource implications of “ups and downs” in the demand being placed into a system.

Words and expressions

- compete** *vi.* 比赛, 竞争
- marketplace** *n.* 集会场所, 市场; 商场
- in terms of** 根据, 按照用……的话, 在……方面
- superior** *n.* 长者, 高手, 上级
adj. 较高的, 上级的, 上好的, 出众的
- implication** *n.* 牵连; 含义; 暗示
- availability** *n.* 可用性, 有效性, 实用性
- competitiveness** *n.* 竞争
- as a whole** 总体上
- demand** *n.* 要求, 需求 (量), 需要
v. 要求, 需要, 要求知道
- dependability** *n.* 可信任, 可靠性
- fundamental** *adj.* 基础的, 基本的
n. 基本原则, 基本原理
- objective** *n.* 目标, 目的
adj. 客观的
- foundation** *n.* 基础, 根本; 建立, 创立; 地基
- supply** *n.* 补给, 供给; 供应品
vt. 补给, 供给, 提供, 补充
- chain** *n.* 链 (条), 镣铐; 一连串, 一系列
vt. 用链条拴住
- aspect** *n.* 样子, 外表, 面貌; (问题等的) 方面
- defect** *n.* 过失, 缺点
- symptom** *n.* 症状, 征兆
- loyalty** *n.* 忠诚, 忠心
- internally** *adv.* 在内, 在中心
- robust** *adj.* 精力充沛的
- eliminate** *vt.* 排除, 消除
- certain** *adj.* [只作表语] 确凿的, 无疑的, 可靠的
- in response to** 响应, 适应
- premium** *n.* 额外费用, 奖金, 奖赏, 保险费
- responsiveness** *n.* 响应度; 敏感度; 响应率
- in practice** 在实践中, 实际上
- freshness** *n.* 气味清新, 精神饱满
- obsolete** *adj.* 荒废的; 陈旧的
n. 废词; 陈腐的人
- over-aged** *adj.* 残旧无用的
- specifically** *adv.* 特定的, 明确的
- manufacture** *vt.* 制造, 加工
n. 制造, 制造业; 产品
- distribution** *n.* 分配, 分发, 配给物, 销售, 分类发送, 发行
- brand** *n.* 商标, 牌子
vt. 打火印, 污辱
- margin** *n.* 页边的空白, (湖、池等的) 边缘; (时间、金额等的) 富余
vt. 加边于; 加旁注
- variability** *n.* 可变性
- target** *n.* 目标, 对象; 靶子
- monitor** *n.* 监听器, 监视器, 监控器
v. 监控
- supplier** *n.* 供应者, 厂商, 供给者
- ups and downs** 盛衰; 沉浮

Notes to Text B

- [1] Perhaps a given product is something that no one else can match in terms of price.
全句译为: 就价格来说, 某个产品也许没有任何能与之比拟的其他产品。
- [2] While new product development has logistics implication, the key advantage provided by logistics—is product availability in the marketplace at low cost.
全句译为: 而新产品开发同时具有物流的含义, 物流提供的关键优势是——市场上供货成本低的产品。
- [3] The most fundamental objective is to carry out all processes across the supply chain so that the end product does what it is supposed to do.

全句译为：最根本的目标是完成整个供应链所有过程，以使最终产品符合预先设计的要求。

- [4] Internally, robust processes, at the heart of supply performance, help to reduce costs by eliminating errors, and help to increase dependability by making processes more certain.

全句译为：对此，处于核心地位的供应绩效，健全的流通有助于消除错误而降低成本，并有助于提高可靠性，使流通过程更加可靠。

- [5] In many logistics situations, quality of service is about selecting the right quantity of the right product in the right sequence in response to customer orders.

全句译为：在许多物流情况下，服务质量是按正确的流通环节选择正确的产品及正确产品数量，以适应客户订单。

- [6] Time measures how long a customer has to wait in order to receive a given product or service.

全句译为：时间是测量顾客要等多久才能获得某一特定产品或服务的工具。

- [7] Time can be used to win orders by companies who have learned that some customers do not want to wait—and are prepared to pay a premium to get what they want quickly. The time advantage is variously described as speed or responsiveness in practice.

全句译为：他们了解到，有些客户不希望等待，并愿意支付高价以获得他们想要的物流速度。时间优势，是各种描述的速度或实际反应的速度。

- [8] Many products compete specifically on the basis of low price. This is supported from a supply chain point of view by low-cost manufacture, distribution, servicing and the like.

全句译为：很多产品是在低价格基础上进行竞争。从供应链的角度来看，这是通过低成本的制造，销售，服务等工作来实现的。

- [9] And in manufacturing firms, dependability is used to monitor a supplier's performance in such terms as: on time or in full.

全句译为：在制造业公司，可靠性是用来监测供应商准时或准数的表现。

- [10] Logistics operations are concerned not just with the average percentage of orders delivered on time but also in the variability.

全句译为：就物流业务而言，不仅关注订单交付时间的平均百分比，而且关注可变性。

Exercises

Fill in the blank with proper words or expressions.

- The key advantage provided by logistics—is _____ in the marketplace at low cost.
- Logistics supports competitiveness of supply chain as a whole by: meet end-customer demands through supplying _____, in what form it is needed, _____, at a competitive cost.
- _____ is the most visible aspect of supply chain performance.
- Speeding up _____ processes may help to improve freshness of the end product, or to reduce the risk of obsolete or over-aged stock in the system.
- Many products compete specifically on the basis of _____.