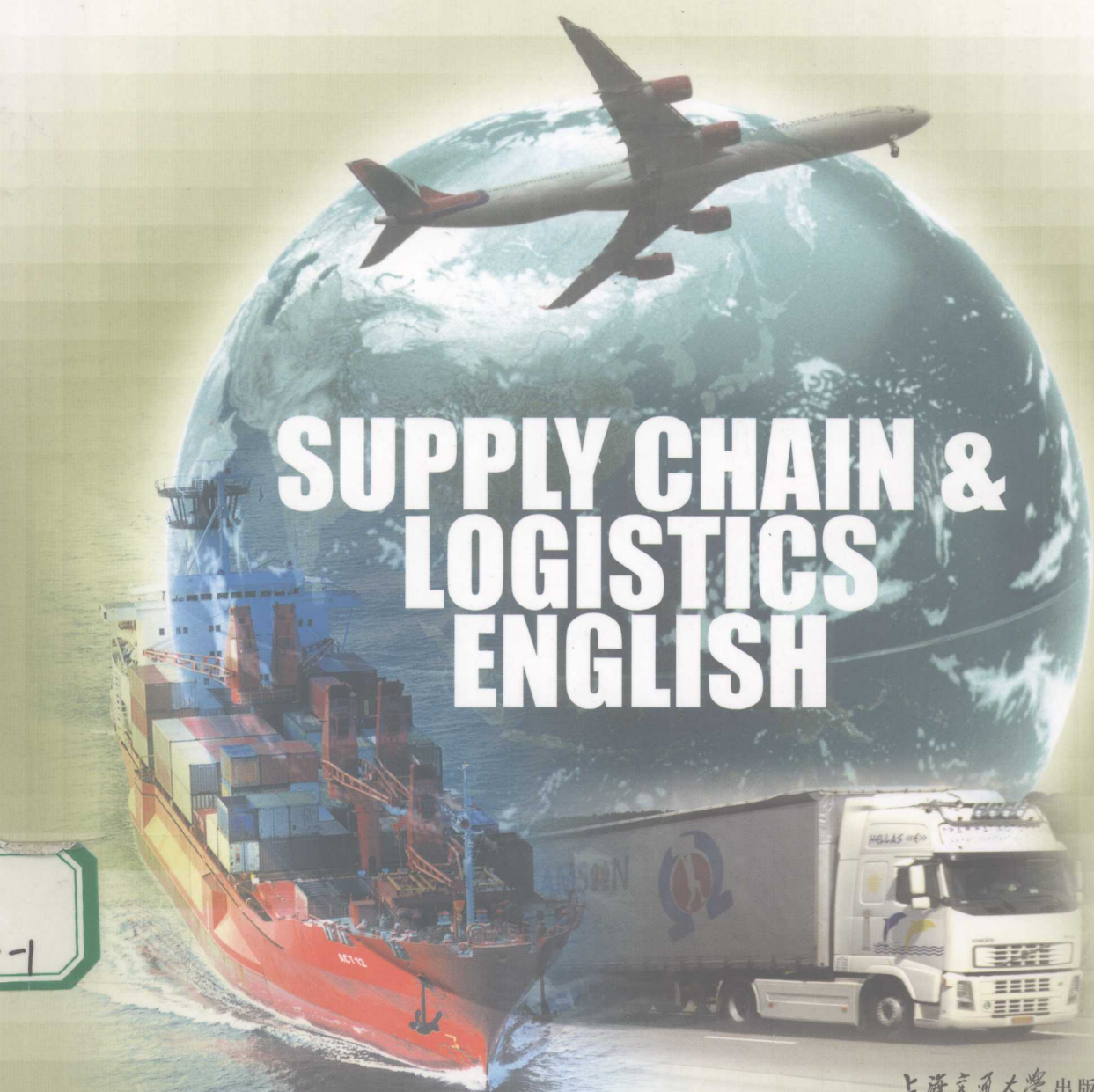


供应链与物流英语教程

乐美龙 编著



上海交通大学出版社

SUPPLY CHAIN & LOGISTICS ENGLISH

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内 容 简 介

本书是高等院校物流工程、物流管理专业的专业英语教材,选文内容涵盖供应链管理、物流管理、交通运输、集装箱化、国际航运、仓储与库存管理、电子商务和现代物流有关单证等。全书共有16篇文章,每篇文章后均附有相应的单词和词组,并设置练习题供学生练习与理解。参考答案包括练习题答案和课文的译文。本书内容精简、选材广泛、专业性强、深度恰当,可作为物流工程与管理专业本科生和其他相关专业的教学用书,也可供物流部门工程技术人员阅读参考。

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序 言

《现代物流英语》自 2005 年 1 月出版以来,得到了广大读者的普遍欢迎,两年时间内重印了 4 次(不包括电子图书)。2007 年 1 月出版了第 2 版,印数也有所扩大。该书原是为上海交通大学在上海、深圳、宁波等沿海主要国际物流枢纽城市高校开设的物流工程与管理专业工程硕士班教学之急需而编写的,其阅读的主要对象定位为研究生。出版后,很多高校本科、高职教学和物流业界人士也采用了该教材,由此出现了内容与读者要求不相称的问题。很多读者来信希望作者能够编写一本用于本科与高职教学和业界人士自学的物流英语教材。2007 年初,应上海交通大学出版社之邀,作者着手编写《供应链与物流英语教程》。

《供应链与物流英语教程》更加紧密地结合了实际应用,内容力求通俗易懂,同时保留其很强的专业导论编写风格,致力于向读者展示供应链与物流领域最为基本的内容。书中不少内容充分吸收了作者访问美国佐治亚理工大学供应链与物流研究院期间的所见所闻。这对读者接轨国际,将来在国际物流领域的从业大有裨益。为了便于读者自学,本教材附录了所有问题的参考答案与所有课文的中文翻译。

希望本书的出版对我国的供应链与物流教育和我国物流业的发展有所帮助,也希望读者一如既往地关心本教材。

编者

2008 年 3 月

目 录

Lesson 1	International Trade	1
Lesson 2	Supply Chain Management	9
Lesson 3	Logistics Management	15
Lesson 4	Warehousing and Storage	22
Lesson 5	Inventory Control	32
Lesson 6	Air Transportation	40
Lesson 7	Maritime Transportation	51
Lesson 8	Road Transportation	60
Lesson 9	Railway Transportation	66
Lesson 10	Pipeline Transportation	72
Lesson 11	Freight Forwarder	77
Lesson 12	The Financial—SCM Connection	83
Lesson 13	Containerization & Palletization	91
Lesson 14	E-Business and Supply Chain Integration	101
Lesson 15	Air Express Companies in China	121
Lesson 16	Global Shipping Liners at Sea	130
参考答案	140

Lesson 1

International Trade

Trading is one of the most basic activities of mankind. It has existed in every society, every part of the world, every day. For example, the United States is a major consumer of coffee, yet it does not have the climate to grow any of its own. Consequently, the United States must import coffee from countries (such as Brazil, Colombia and Guatemala) that grow coffee efficiently. On the other hand, the United States has a wide range of large industrial plants capable of producing various goods, such as automobiles and airplanes, which can be sold to nations that are in need of them. If nations traded item for item, such as one automobile for 10,000 bags of coffee, this kind of trade would be extremely troublesome and restrictive. But instead of barter, which is the trade of goods without an exchange of money, the United States receives money in payment for what it sells. It pays for Brazilian coffee with dollar, which Brazil can then use to buy wool from Australia, which in turn can buy textiles from Great Britain, which can then buy tobacco from the United States. This is a typical case of what we call international trade. Therefore, international trade can be defined as the exchange of goods or services produced in one country with those produced in another. Yet nowadays in most cases, countries do not trade the actual goods or services, but trade in exchange for money or currency.

When as viewed from the business relationships and outcomes among different countries, international trade can be called world trade or global trade; when as viewed from those between a country and the other countries or its externals, international trade may also be called foreign trade. A country's foreign trade can sometimes be called overseas trade, external trade, abroad trade or import and export trade, etc., because of the country's geographical characteristics or historical traditions. In this text, the concept of export trade will mainly be used to refer to international trade.

The export plays an important role in international trade. It is the process of earning money by providing the right product at the right price at the right time in the right place beyond your home boundary. The ultimate goal is to make sure that the exporter is to be paid for the goods he sells.

The transport of export involve in carriage of goods by sea, container transport, carriage of goods by air. Carriage of goods is goods which are the subject matter of an export transaction, whether a contract of sale or of construction, and which have to be moved from the place of dispatch to that of destination. This carriage invariably has an international character. It may be executed by sea, air or land or by a combination of these modes of transport-

tation. When the goods are sent, the contract of affreightment is evidenced by a bill of lading, which is one of the most important shipping documents used in overseas trade. A bill of lading involves:

- | | |
|----------------------------------------|---------------------------------|
| ※ Shipped bill of lading | ※ Non-negotiable bill of lading |
| ※ Received-for-shipment bill of lading | ※ Through bill of lading |
| ※ Unclean bill of lading | ※ Stale bill of lading |
| ※ Clean bill of lading | ※ On deck bill of lading |
| ※ Straight bill of lading | ※ Transshipment bill of lading |
| ※ Order bill of lading | ※ Bill of lading in ship's bag |
| ※ Negotiable bill of lading | |

The transportation of export goods is frequently carried out in containers. Scheduled ocean container operations now provide the key liner cargo services between the main markets of the industrialized world. Roll-on/roll-off operations also flourish on long-haul routes due to their "flexibility" while this same factor similarly contributes to the important growth of unitized services to developing areas of the world. Air transport increases rapidly in recent years. Basically, there may be various situations calling for shipment by air:

- (1) when it is the only way available;
- (2) when valuable goods are being shipped;
- (3) when delicate goods are being shipped, it permits less motion of goods than on a ship, and roller beds in warehouses facilitate movements;
- (4) when goods are physically perishable, such as food, plants and animals;
- (5) when urgent products are shipped, such as medicine;
- (6) when economic perishability may exist and markets must be tapped quickly;
- (7) when marketing implementation is critical;
- (8) when very small shipments are less costly by air than by water;
- (9) when the total cost is cheaper by air than by sea.

In the international sale of goods, international trade terms are very important, which involves the following 13 Inco-terms:

- ※ EXW EX WORKS (... named place)
- ※ FCA FREE CARRIER (... named place)
- ※ FAS FREE ALONGSIDE SHIP (... named port of shipment)
- ※ FOB FREE ON BOARD (... named port of shipment)
- ※ CFR COST AND FREIGHT (... named port of destination)
- ※ CIF COST, INSURANCE AND FREIGHT (... named port of destination)
- ※ CPT CARRIAGE PAID TO (... named place of destination)
- ※ CIP CARRIAGE AND INSURANCE PAID TO (... named place of destination)
- ※ DAF DELIVERED AT FRONTIER (... named place)
- ※ DES DELIVERED EX SHIP (... named port of destination)
- ※ DEQ DELIVERED EX QUAY (... named port of destination)



※ DDU DELIVERED DUTY UNPAID (... named place of destination)

※ DDP DELIVERED DUTY PAID (... named place of destination)

Finance of export involves bill of exchange, collection arrangements, letter of credit, bank guarantees in international trade.

A bill of exchange is an unconditional order in writing, addressed by one person to another, signed by the person giving it, requiring the person to whom it is addressed to pay on demand or at a fixed or determinable future time a sum certain in money to or to the order of a specified person, or to the bearer.

Collection means an arrangement whereby the goods are shipped and the relevant bill of exchange is drawn by the seller on the buyer, and documents are sent to the seller's bank with clear instructions for collection through one of its correspondent banks located in the domicile of the buyer.

A letter of credit is a written undertaking issued by a bank (the issuing bank) to the seller (the beneficiary) at the request and in accordance with the instruction of the buyer (the applicant) to effect payment (that is, by making a payment, or by accepting or negotiating bills of exchange) up to a stated sum of money, within a prescribed time limit and against stipulated documents.

Kinds of letters of credit:

- | | |
|----------------------|---------------------------|
| ※ Clean Credit | ※ Deferred Payment L/C |
| ※ Documentary Credit | ※ Acceptance Credit |
| ※ Revocable Credit | ※ Negotiation Credit |
| ※ Irrevocable Credit | ※ Revolving Credit |
| ※ Confirmed Credit | ※ Transferable Credit |
| ※ Unconfirmed Credit | ※ Non-transferable Credit |
| ※ Sight Credit | ※ Red Clause Credit |
| ※ Usance Credit | ※ Back-to-Back Credit |
| ※ Payment Credit | ※ Reciprocal Credit |

A bank guarantee is a written promise issued by a bank at the request of its customer, undertaking to make payment to the beneficiary within the limits of a stated sum of money in the event of default by the principal.

Insurance of goods in transit involves marine and aviation insurance and export credit guarantees.

The term "marine insurance" is somewhat misleading because the contract of marine insurance can, by agreement of the parties or custom of the trade, be extended so as to protect the assured against losses on inland waters or land which are incidental to the sea voyage. In the export trade extended marine insurance arrangements are made frequently in order to cover not only the sea voyage but also the transportation of goods from the warehouse of the seller to that of the overseas buyer.

There are two principal methods for the insurance of cargo sent by air:

- (1) in the marine market via brokers, or
- (2) mainly in the aviation market via the airway bill.

A supplier of goods or services abroad may require insurance facilities to cover risks which are peculiar to export transactions but which are not normally covered by commercial insurers. Apart from the risk of non-payment through various types of political risk, there may also be situations of commercial risk, such as a buyer's insolvency or protracted default. In order to safeguard himself against loss from such events, the exporter may look to the security afforded by an export credit guarantee.

The possibility of a legal dispute arising is never absent in international trade transactions. The various national laws on arbitration differ in material respects, although many countries adopt a liberal attitude to international commercial arbitration. Various attempts have been made to devise an international procedure of commercial arbitration which commands wide acceptance, and the most important of which will be considered below under the following headings.

※ UNCITRAL

※ The ICC Court of Arbitration

※ The London Court of International Arbitration

※ The International Center for the Settlement of Investment Disputes

New words

restrictive *adj.* 受限的

barter *n.* & *v.* 以物易物, 物物交易, 易货贸易

dispatch *vt.* & *n.* 分派, 派遣

textile *n.* 纺织品

characteristic *n.* 特性

domicile *n.* & *v.* 住所

stipulate *v.* 规定, 保证

beneficiary *n.* 受惠者, 受益人

ultimate *adj.* 最终的

carriage *n.* 运输

transaction *n.* 交易

contract *n.* 合同

construction *n.* 建筑, 建筑工程

invariably *adv.* 不变地

stale *adj.* 陈旧的, 失效的

deck *n.* 甲板

shipment *n.* 托运物



- liner *n.* 班轮, 班机
industrialized *adj.* 工业化的
implementation *n.* 实行, 执行
critical *adj.* 关键的
INCOTERMS: International Commercial Terms 国际贸易术语
alongside *prep. & adv.* 靠(码头), 沿着边
deliver *v.* 运送, 送货上门
quay *n.* 码头
freight *n.* 货物, 运费
collection *n.* 托收, 到收运费(货物收到时再付运费)
prepaid *n.* 预付运费
duty *n.* 关税
destination *n.* 目的地
bearer *n.* 持有人
documentary *adj. & n.* 文件记录式的, 纪录片
revocable *adj.* 可撤销的
irrevocable *adj.* 不可撤销的
usance *n.* 票据期限, 汇票兑现期限
deferred *adj.* 延期的
clause *n.* 条款
reciprocal *adj.* 互惠的
revolve *v.* 旋转
revolving *adj.* 周转的, 循环的
transferable *adj.* 可转让的
negotiable *adj.* 可转让的, 可谈判的
guarantee *n.* 担保, 保证
incidental *adj.* 附带的, 伴随的
facility *n.* 设施
insolvency *n.* 无力偿还, 破产
protract *v.* 延长
arbitration *n.* 仲裁
investment *n.* 投资
dispute *v. & n.* 争执
affreightment *n.* 租船货运
flexibility *n.* 弹性, 灵活性, 机动性
delicate *adj.* 精巧的, 易坏的, 精密的
voyage *n.* 航程, 航行, 航次
peculiar *adj.* 特殊的, 针对的
guarantor *n.* 保证人

insurer *n.* 保险人, 保险公司

insured *n.* 被保险人

Phrases & Terms

roller bed 滚床(式运输); 滚动式传送(运输)

long-haul 长途运输

export credit guarantee 出口信用担保

institutional arbitration 机构仲裁

roll-on/roll-off 滚装船

B/L: Bill of Lading 提单

shipped bill of lading 已装船提单

received-for-shipment bill of lading 备运待装提单

unclean bill of lading 不清洁提单

clean bill of lading 清洁提单

straight bill of lading 记名提单

order bill of lading 指示提单

negotiable bill of lading 可转让提单

non-negotiable bill of lading 不可转让提单

through bill of lading 过境提单

stale bill of lading 过期提单

on deck bill of lading 甲板提单

transshipment bill of lading 转船提单

bill of lading in ship's bag 随船代交提单

EXW: EX WORKS (... named place) 工厂交货(指定目的地)

FCA: FREE CARRIER (... named place) 货交承运人(指定装运港)

FAS: FREE ALONGSIDE SHIP (... named port of shipment) 船边交货(指定装运港)

FOB: FREE ON BOARD (... named port of shipment) 离岸价(指定目的港)

CFR: COST AND FREIGHT (... named port of destination) 成本加运费(指定目的港), 到岸价(不含保险)

CIF: COST, INSURANCE AND FREIGHT (... named port of destination) 成本, 保险费加运费(指定目的港), 到岸价(含保险)

CPT: CARRIAGE PAID TO (... named place of destination) 运费付至(指定目的地)

CIP: CARRIAGE AND INSURANCE PAID TO (... named place of destination) 运费和保险费付至(指定目的地)

DAF: DELIVERED AT FRONTIER (... named place) 边境交货(指定地点)

DES: DELIVERED EX SHIP (... named port of destination) 船上交货(指定目的港)

DEQ: DELIVERED EX QUAY (... named port of destination) 码头交货(指定目的港)

DDU: DELIVERED DUTY UNPAID (... named place of destination) 未完税交货(指定目的地)

delivered duty unpaid.



DDP: DELIVERED DUTY PAID (... named place of destination) 完税后交货 (指定目的地)
bill of exchange 汇票
collection arrangements 托收
L/C: letter of credit 信用证
clean credit 光票信用证
documentary credit 跟单信用证
revocable credit 可撤销信用证
irrevocable credit 不可撤销信用证
confirmed credit 保兑信用证
unconfirmed credit 不保兑信用证
sight credit 即期信用证
usance credit 远期信用证
payment credit 付款信用证
deferred payment letter of credit 延期付款信用证
acceptance credit 承兑信用证
negotiation credit 议付信用证
revolving credit 循环信用证
transferable credit 可转让信用证
non-transferable credit 不可转让信用证
red clause credit 红条款信用证
back-to-back credit 背对背信用证
reciprocal credit 对开信用证
bank guarantee 银行担保
contract of affreightment 租船合同
modes of transportation 运输方式
UNCITRAL: United Nations Commission on International Trade Law 联合国国际贸易法委员会
ICC: International Chamber of Commerce 国际商会
The ICC Court of Arbitration 国际商会仲裁院

Notes

1. International trade can be defined as the exchange of goods or services produced in one country with those produced in another.
国际贸易是指以一国的产品或劳务交换另一国的产品或劳务。
2. When as viewed from the business relationships and outcomes among different countries, international trade can be called world trade or global trade; when as viewed from those between a country and the other countries or its externals, international trade may also be called foreign trade.

从不同国家之间的商业关系和结果的视角来看,国际贸易被称为世界贸易或全球贸易;从一国与他国或其境外地区之间的商业关系和结果的视角来看,国际贸易也被称为对外贸易。

3. Exporting is the process of earning money by providing the right product at the right price at the right time in the right place beyond your home boundary. The ultimate goal is to make sure that the exporter is to be paid for the goods he sells.

出口是指在本国之外,以合理的价格、在适当的时间、适当的地点提供合适的产品,来获取利润的过程。其最终目的是确保出口商获得其销出商品的利益。

4. A bill of exchange is an unconditional order in writing, addressed by one person to another, signed by the person giving it, requiring the person to whom it is addressed to pay on demand or at a fixed or determinable future time a sum certain in money to or to the order of a specified person, or to bearer.

汇票是一个人向另一个人签发的,要求见票时或在将来某个固定时间或可以确定的时间,由给予方签发给接受人或其指定人或持票人,支付一定金额的钱款的无条件的书面支付命令。

5. A letter of credit is a written undertaking issued by a bank (the issuing bank) to the seller (the beneficiary) at the request and in accordance with the instruction of the buyer (the applicant) to effect payment (that is, by making a payment, or by accepting or negotiating bills of exchange) up to a stated sum of money, within a prescribed time limit and against stipulated documents.

信用证是银行(开证行)应买方(开证申请人)请求并按照买方指示向卖方(受益人)开出的,在规定的时限内,凭规定的单据支付(即付款或者是承兑或议付汇票)一定货币金额的书面承诺。

6. The term "marine insurance" is somewhat misleading because the contract of marine insurance can, by agreement of the parties or custom of the trade, be extended so as to protect the assured against losses on inland waters or land which are incidental to the sea voyage.

术语“海运保险”在一定程度上会产生误导,因为只要贸易各方同意或符合贸易惯例,海运保险合同涵盖范围能够延伸到与海上航程相关的内陆水上和陆上运输。

Questions

1. What is international trade?
2. Why is the export important?
3. What is the definition of B/ L?
4. What is a bill of exchange?
5. Does the marine insurance term cover inland transportation while the so-called inland transportation is the extension of sea freight? Why?
6. If you are a consignee, what will you do when your cargo was found damaged during the discharge?

Lesson 2

Supply Chain Management

1. Introduction

A supply chain is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers. Supply chains exist in both service and manufacturing organizations, although the complexity of the chain may vary greatly from industry to industry and firm to firm.

Traditionally, marketing, distribution, planning, manufacturing, and the purchasing organizations along the supply chain operated independently. These organizations have their own objectives and these are often conflicting. Marketing's objective of high customer service and maximum sales' dollars conflict with manufacturing and distribution goals. Many manufacturing operations are designed to maximize throughput and lower costs with little consideration for the impact on inventory levels and distribution capabilities. Purchasing contracts are often negotiated with very little information beyond historical buying patterns. The result of these factors is that there is not a single, integrated plan for the organization—there were as many plans as businesses. Clearly, there is a need for a mechanism through which these different functions can be integrated together.

Supply Chain Management (SCM) is a strategy, through which such an integration can be achieved. It brings into a supply chain all business units of an enterprise, such as order, purchase, stock, plan, produce, quantity, transport, market, sell, etc. and homologous finance activity, personnel management and services, to carry on a coordinated management.

2. Supply Chain Management

The decisions for Supply Chain Management (SCM) can be classified into two broad categories—strategic and operational. As the term implies, strategic decisions are made typically over a longer time horizon. These are closely linked to the corporate strategy, and guide supply chain policies from a design perspective. On the other hand, operational decisions are short term, and focus on activities over a day-to-day basis. The effort in these types of decisions is to effectively and efficiently manage the product flow in the “strategically” planned supply chain.

There are four major decision areas in supply chain management: ①location, ②production, ③inventory, and ④transportation (distribution), and there are both strategic and operational elements in each of these decision areas.

• Location Decisions

The geographic placement of production facilities, stocking points, and sourcing points is the natural first step in creating a supply chain. The location of facilities involves a commitment of resources to a long-term plan. Once the size, number, and location of these are determined, the possible paths by which the product flows through to the final customer are determined. These decisions are of great significance to a firm since they represent the basic strategy for accessing customer markets, and will have a considerable impact on revenue, cost, and level of service. These decisions should be determined by an optimization routine that considers production costs, taxes, duties and duty drawback, tariffs, local content, distribution costs, production limitations, etc. . Although location decisions are primarily strategic, they also have implications on an operational level.

• Production Decisions

The strategic decisions include what products to produce, and which plants to produce them in, allocation of suppliers to plants, plants to DC's, and DC's to customer markets. As before, these decisions have a big impact on the revenues, costs and customer service levels of the firm. These decisions assume the existence of the facilities, but determine the exact path(s) through which a product flows to and from these facilities. Another critical issue is the capacity of the manufacturing facilities—and this largely depends on the degree of vertical integration within the firm. Operational decisions focus on detailed production scheduling. These decisions include the construction of the master production schedules, scheduling production on machines, and equipment maintenance. Other considerations include workload balancing, and quality control measures at a production facility.

• Inventory Decisions

These refer to means by which inventories are managed. Inventories exist at every stage of the supply chain as either raw material, semi-finished or finished goods. They can also be in-process between locations. Their primary purpose is to buffer against any uncertainty that might exist in the supply chain. Since holding of inventories can cost anywhere between 20 to 40 percent of their value, their efficient management is critical in supply chain operations. It is strategic in the sense that top management sets goals. However, most researchers have approached the management of inventory from an operational perspective. These include deployment strategies (push versus pull), control policies—the determination of the optimal levels of order quantities and reorder points, and setting safety stock levels, at each stocking location. These levels are critical, since they are primary determinants of customer service

levels.

- **Transportation Decisions**

The mode choice aspect of these decisions is the more strategic one. These are closely linked to the inventory decisions, since the best choice of mode is often found by trading-off the cost of using the particular mode of transport with the indirect cost of inventory associated with that mode. While air shipments may be fast, reliable, and warrant lesser safety stocks, they are expensive. Meanwhile shipping by sea or rail may be much cheaper, but they necessitate holding relatively large amounts of inventory to buffer against the inherent uncertainty associated with them. Therefore customer service level and geographic location plays vital roles in such decisions. Since transportation is more than 30 percent of the logistics costs, operating efficiently makes good economic sense. Shipment sizes, routing and scheduling of equipment are key in effective management of the firm's transport strategy.

3. SCM & Technology

In the past years, SCM studies more or less weigh on management itself. For example, efficient structure of the supply chain should be considered from four aspects:

- ※ To take the customer as the centre
- ※ To emphasize the core business and competition of the business enterprise
- ※ The double that helps to make wins the principle mutually
- ※ To turn excellent the information process

After several years of intensive focus on management itself such as cost containment and efficiency improvements, SCM has moved into a gentle growth cycle and new directions are emerging. Wireless and location technologies as well as RFID are some of the most innovative technologies situated to transform the business of moving products around the globe.

In addition to technology, pioneering business processes are contributing to advances in achieving a customer-driven industry standard. There is still a way to go, but these changes in progresses and technologies are contributing to the realization of an open, flexible and collaborative global supply network.

Intensified levels of collaboration and data integration, as well as customized business models, are key to achieving the visibility, cost efficiency and speed necessary to meet the call for an agile supply ecosystem. Organizations that can adapt to rapidly changing demand and market conditions will remain ahead of the competition and set the standard for the supply chain of the future. Therefore, being alert to the relative technology advancement and using them timely in your supply chain is one of the vital aspects to achieve supply chain excellence.

New words

procurement *n.* 采购, 获得, 取得

throughput *n.* 生产量, 生产能力, 吞吐量

strategy *n.* 策略, 战略

homologous *adj.* 相应的, 类似的, 一致的, [生物]同源的

allocation *n.* 分配, 安置, 定位

warrant *n.* 授权, 正当理由, 根据, 凭证, 批准 *vt.* 保证, 担保, 批准, 使有正当理由

retail *n.* 零售

outcome *n.* 结果, 成果

productivity *n.* 生产力, 生产率

undertake *vt.* 承担, 担任, 许诺, 保证

conveyance *n.* 运输, 财产让与, 运输工具

principle *n.* 法则, 原则, 原理

core *n.* 果核, 中心, 核心

competencies *n.* 资格, 能力, [律]作证能力

guarantee *n.* 保证, 保证书, 担保, 抵押品 *vt.* 保证, 担保

coordination *n.* 协调, 调和, 同等

strategic *adj.* 战略的, 战略上的

accurately *adv.* 正确地, 精确地

stocktaking *n.* 存货盘点

virtual *adj.* 虚的, 实质的, [物]有效的, 事实上的

tax *n.* 税

duty *n.* 关税

tariff *n.* 关税税率, 税率表, 费率表

content *n.* 满足, 内容

inherent *adj.* 遗传的, 固有的

integration *n.* 整合, 集成

situate *v.* 使位于

ecosystem *n.* 生态系统

shipper *n.* 托运人

railroad *n.* 铁路

freight *n.* 货物

chassis *n.* 拖车

mitigate *v.* 缓和