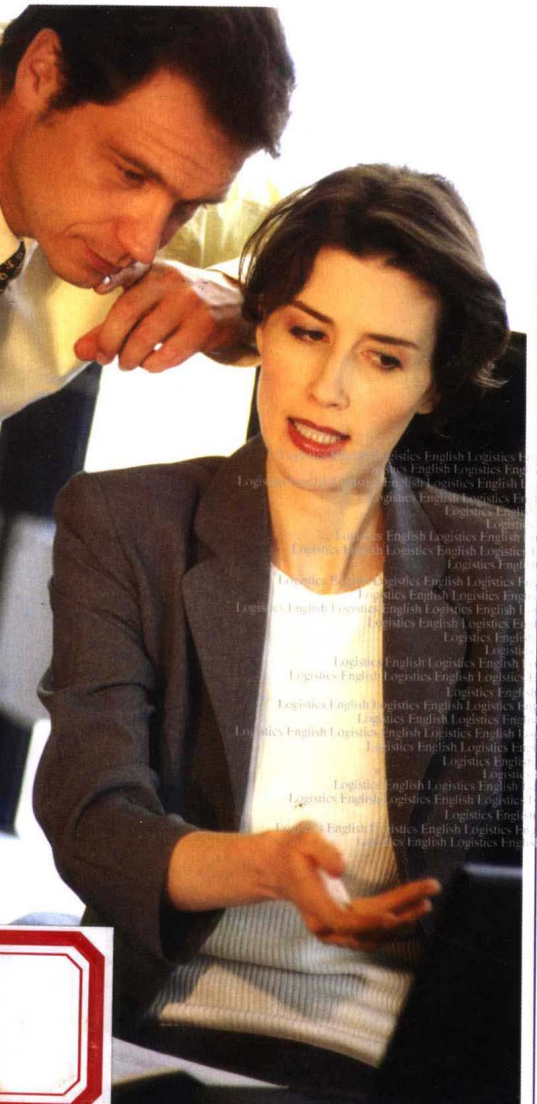
实用物流英语

李彦萍 编著



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Logistics English

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前言

物流专业英语的教学目标

在编者几年的物流专业英语教学过程中，深深感到一本合适的专业英语教材一定要能为其教学目标服务。而在专业英语教学过程中，专业英语的教学目标往往容易和双语教学及基础英语教学混淆，因此，进行专业英语教学、编写和选用教材时，应首先明确三者的关系。

首先是专业英语教学和双语教学的区别。个人认为双语教学的主要目标应该是教授专业知识，只不过所使用的教学资料、教学语言等教学的载体是英语，而不是我们通常学习专业时所使用的中文，其目的是使学生可以直接接触到原版的知识理论体系，深入理解和学习到最新的理论知识。而专业英语的教学目标应该是培养学生在专业领域使用英语语言的能力，通过专业英语语言能力的提高，使学生能够自行查阅和读懂专业领域的英文文献，以便于自身的深入学习、工作和研究，同时提高学生使用英语处理专业领域事务的能力。也就是说，专业英语教学的侧重点在于培养专业领域英语语言的使用能力。

既然专业英语以提高语言能力为主，那么又产生了另一个问题，即专业英语与基础英语教学的区别。个人认为基础英语是教授基本的英文语言技能和知识，而专业英文则是侧重于专业领域的语言知识和技能。专业英文的一大特点就是大量的专业词汇和术语，学生只有掌握词汇在专业领域的含义，才能真正读懂或听懂。例如，在基础英语的学习中很多词汇是一般的意思，而放在特定专业领域中，就变成了某种特定含义。例如，distribution 一词，一般理解为分配、分发、销售等，而在物流专业领域，很多时候是指一种特定的物流活动——配送，如果用在计算机领域中，可能又是指“分布”，如 Distributed Computing（分布式计算）。专业英语的另一大特点是要在特定的专业情景中使用英语来处理事务。专业英语所使用的教学资料和素材均是专业文献，英语使用的目的也是要完成某一专业工作或研究的任务。这些是基础英语教学一般所不具备的。

总的来说，专业英语应该是重点培养和提高学生专业领域的英语交际能力，不仅包括口语交际能力，更包括书面语的交际能力。通过专业英语教学，使学生能够独立地完成专业文献的检索、阅读、翻译和写作，能够使用英语处理专业领域事务，并且提高在专业领域进行听说的能力。

本书编写思路与特色

本书围绕着专业英语教学目标，以英语的使用为目的来安排教学内容。具体来说，就是结合物流专业人员在工作或学习中可能较多使用专业英语的场合来编排课程内容。这些场合可能包括：

- 进行深入研究时，可能需要查找外文专业文献并读懂，以便于自身研究；
- 工作或研究中可能需要进行专业文献的英汉、汉英翻译或学术写作；
- 从事相关国际物流、贸易领域工作时，日常就需要大量处理英文函电、单证、合同等正式文件；
- 可能会参加专业领域的国际研讨会、论坛等国际交流活动，需要听懂专业的讲座、报告，并要进行专业交流等。

因此，根据这几个方面对专业英语的实际需求，本书的编写体现了以下特色：

1. 教学内容上，侧重锻炼英语在专业领域中应用和交流的能力，注重读、译、写、说四个方面的教学。尤其是强调翻译能力的锻炼，希望通过翻译式学习来使学生不停留于表面的理解，而是进入深入学习的状态，通过强化英汉互译带动阅读和写作能力的提高，促进口语表达。
2. 在资料选用及整体框架编排上，不追求物流理论知识体系完整健全，但求能涵盖物流管理基本概念、理念和专业术语，能够围绕教学目标服务；从专业角度看选用的资料经典权威，从语言角度看资料能体现英语的原汁原味，正宗地道，既有书面体文章，也有口语体文章。
3. 通过设定教学目标、注释和习题来引导教学：每单元说明教学目标，通过课文和注释来介绍一些专业知识，通过语言技巧来说明专业英语的特点及运用技巧，最后辅以练习，以提高专业读、译、写等方面的能力。
4. 提供了一些实用的英文物流资料，包括国家标准物流术语、英文物流网站资源、以及常见物流公司的中英文对照等。

本书具体内容安排如下：

- 第 1 –7 单元涵盖了物流专业最基本的理论知识，是书面体文献，主要使学生掌握基本的物流术语和物流基础理论，提高专业文献的阅读理解能力；
- 第 8、9 单元是口语体文章，主要目的是提高理解和翻译能力，并巩固专业术语；
- 第 10 章主要是练习调查报告的写作；
- 第 11 –12 单元主要是学习使用英语来处理国际物流领域的日常业务，包括函电的写作和单证的缮制。

本书适合于作为本科、研究生物流专业学生专业英语教材使用，也可为物流领域工

作者参考、自学之用。各章节的选用和上课的先后顺序，可根据自身需求来确定。

致谢

本书在编写过程中得到了北京物资学院物流学院院长郭跃、副院长张旭凤，物流管理系主任崔介何等领导的大力支持和指导。物流管理系教师张涵对本书的编写给予了积极配合，并提供了许多宝贵意见与建议。在此深深感谢。

对外经济贸易大学出版社的开明作风使得本书得以按编者的设想进行编写，而形成今天的架构。在此深表谢意。

由于编者水平和能力有限，书中一定存在许多不当或错误之处，请专家、同仁和读者不吝批评指正。

编著者

2007 年 8 月

Contents

Unit 1

Concept of Business Logistics Management

☞ 学习目标：

1. 掌握有关物流管理的基本术语
2. 了解物流管理的基本理论
3. 巩固对英文的理解和使用

Pre-reading questions:

1. What's the definition of logistics in China?
2. What's the definition of logistics management according to CLM?
3. What are the key activities in business logistics management?

Text

Definition of Business Logistics Management

Business logistics is a relatively new field of integrated management study in comparison with the traditional fields of finance, marketing, and production, although its activities have been carried out by individuals for many years. Businesses also have continually engaged in move-store (transportation-inventory) activities. The newness of the field results from the concept of coordinated management of the related activities, rather than the historical practice

of managing them separately, and the concept that adds values to products or services that are essential to customer satisfaction and sales. Although coordinated logistics management has not generally been practiced until recently, the idea of coordinated management can be traced back at least to 1844. In the writings of Jules Dupuit, a French engineer, the idea of trading one cost for another (transportation costs for inventory costs) was evident in the selection between road and water transport.

The fact is that carriage by road being quicker, more reliable and less subject to loss or damage. It possesses advantage to which businessmen often attach a considerable value. However, it may well be that the saving of 0. 87*fr. induces the merchant to use the canal; he can buy warehouses and increase his floating capital in order to have a sufficient supply of goods on hand to protect himself against slowness and irregularity of the canal, and if all told the saving of* 0. 87 *fr. in transport gives him an advantage of a few centimes, he will decide in favor of the new route.*

The first textbook to suggest the benefits of coordinated logistics management appeared as recently as 1961, in part explaining why a generally accepted definition of business logistics is still emerging. Therefore, it is worthwhile to explore several definitions for the scope and content of the subject.

A dictionary definition of the term logistics is:

The branch of military science having to do with procuring, maintaining, and transporting material, personnel and facilities.

This definition puts logistics into a military context. To the extent that business objectives and activities differ from those of the military, this definition dose not capture the essence of business logistics management. A better representation of the field may be reflected in the definition promulgated by the Council Of Logistics Management (CLM), a professional organization of logistics managers, educators and practitioners formed in 1962 for the purposes of continuing education and fostering the interchange of idea. Its definition is:

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' requirements (*CLM* 2002).

The mission of the logistician is to provide goods and services to customers according to their needs and requirements in the most efficient manner possible. To put it another way:

The mission of logistics is to get the right goods or services to the right place at the right time and in the desired condition, while making the greatest contribution to the firm.

The Logistics Channel

Logistics is a collection of functional activities that are repeated many times throughout the channel through which raw materials are converted into finished products and value is added in the eyes of consumers. Because raw material sources, plants, and selling points are not typically located at the same places and the channel represents a sequence of manufacturing steps. Logistics activities recur many times before a product arrives in the marketplace. Even then, logistics activities are repeated once again as used products are recycled back up the logistics channel.

A single firm is not generally able to control its entire product flow channel from raw material source to points of final consumption, although this is an emerging opportunity. For practical purposes, the business logistics for the individual firm has a narrower scope. Usually, the maximal managerial control that can be expected is over the immediate physical supply and physical distribution channels. The physical supply channel refers to the time and space gap between a firm's immediate material sources and its processing points. Similarly, the physical distribution channel refers to the time and space gap between the firm's processing points and its customers. Due to the similarities in the activities between the two channels, physical supply (more commonly referred to as materials management) and physical distribution comprise those activities that are integrated into business logistics. Business logistics management is also popularly referred to as supply chain management.

Although it is easy to think of logistics as managing the flow of products from the points of acquisition to the customers, for many firms there is a reverse logistics channel that must be managed as well. The life of a product, from a logistics viewpoint, does not end with delivery to the customer. Products become obsolete, damaged or nonfunctioning and are returned to their source points for repair or disposition. The reverse logistics channel may utilize all or a portion of the forward logistics channel or it may require a separate design. The supply chain terminates with the final disposition of a product, and the reverse channel must be considered to be within the scope of logistics planning and control. (See EXAMPLE.)

EXAMPLE

The reverse logistics channel comes into play when a customer buys a toaster from a retailer. The customer takes the toaster home and finds it defective. The customer returns it to the retailer who gladly refunds the purchase price. The retailer now has a defective toaster in in-store inventory. The retailer sends it to a central return center. Upon receipt, the toaster's UPC (Universal Product Code) is scanned for identification in the return center's data base. The database determines that the toaster has a return to vendor disposition. The data base credits the store inventory for the toaster and creates a chargeback to the manufacturer for the cost of the toaster. The toaster is shipped back to the manufacturer. The retailer has made a cost recovery for this defective asset. The toaster is received at the manufacturer's return center. The manufacturer scans the toaster into its database and determines that it has a refurbish disposition. The toaster is repaired and sent for resale on the secondary market. The manufacturer has now gained value for this defective asset.

The Activities of Logistics

The activities to be managed that make up business logistics (supply chain management) vary from firm to firm, depending on a firm's particular organizational structure, management's honest opinions about what constitutes logistics, and the importance of individual activities to its operations. Note the important activities that take place in the supply chain. Again, according to the Council of Logistics Management,

The components of a typical logistics system are: customer service, demand forecasting, distribution communications, inventory control, material handling, order processing, parts and service support, plant and warehouse site selection (location analysis), purchasing, packaging, return goods handling, salvage and scrap disposal, traffic and transportation, and warehousing and storage.

Figure 1 – 1 organizes these components, or activities, as to where they are most likely to take place in the supply channel. The list is further divided into key and support activities, along with some of the decisions associated with each activity.

Key activities

1. Customer service standards

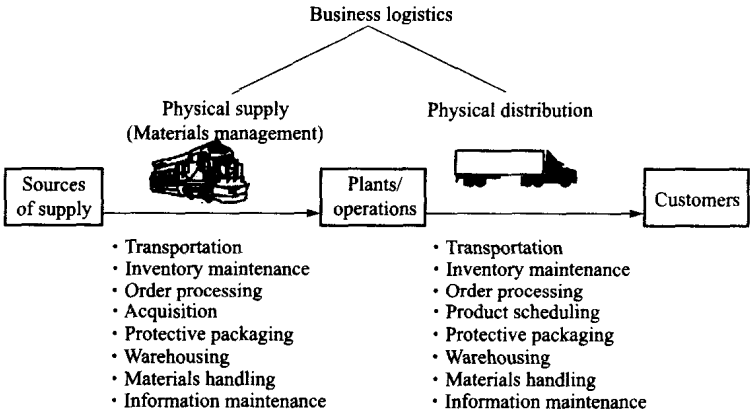

Figure 1 – 1: Possible Activities in a Firm's Immediate Supply Chain

Cooperate with marketing to

a. Determine customer needs and wants for logistics service

b. Determine customer response to service

c. Set customer service levels

2. Transportation

a. Mode and transport service selection

b. Freight consolidation

c. Carrier routing

d. Vehicle scheduling

e. Equipment selection

f. Claims processing

g. Rate auditing

3. Inventory management

a. Raw materials and finished goods stocking policies

b. Short-term sales forecasting

c. Product mix at stocking points

d. Number, size, and location of stocking points

e. Just-in-time, push, and pull strategies

4. Information flows and order processing

a. Sales order-inventory interface procedures

b. Order information transmittal methods
c. Ordering rules

Support Activities

1. Warehousing
   a. Space determination
   b. Stock layout and dock design
   c. Warehouse configuration
   d. Stock placement
2. Materials handling
   a. Equipment selection
   b. Equipment replacement policies
   c. Order-picking procedures
   d. Stock storage and retrieval
3. Purchasing
   a. Supply source selection
   b. Purchasing timing
   c. Purchase quantities
4. Protective packaging
   Design for
   a. Handling
   b. Storage
   c. Protection from loss and damage
5. Cooperate with production/operations to
   a. Specify aggregate quantities
   b. Sequence and time production output
6. Information maintenance
   a. Information collection, storage and manipulation
   b. Data analysis
   c. Control procedures

Key and support activities are separated because certain activities will generally take place in every logistics channel, whereas others will take place, depending on the circumstances, within a particular firm. The key activities are on the "critical" loop, as

shown in Figure 1 – 2. They either contribute most to the total cost of logistics or are essential to the effective coordination and completion of the logistics task.

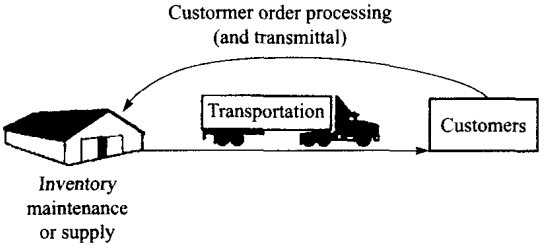

Figure 1 – 2: The Critical Customer Service Loop

Customer service standards set the level of output and degree of readiness to which the logistics system must respond. Logistics costs increase in proportion to the level of customer service provided and setting the standards for service also affects the logistics costs to support that level of service. Setting very high service requirements can force logistics costs to exceedingly high levels.

Transportation and inventories are the primary cost-absorbing logistics activities. Experience has shown that each will represent one-half to two thirds of total logistics costs. It is transportation that adds place value to products and service, whereas inventories add time value.

Transportation is essential because no modern firm can operate without providing for the movement of its raw materials and/or finished products. This essential nature is underscored by the financial strains placed on many firms by so-called national disaster such as a national railroad strike or independent truckers' refusal to move goods because of rate disputes. Under these circumstances, markets cannot be served; and products are back up in the logistics pipeline to deteriorate or become obsolete.

Inventories are essential to logistics management because it is usually not possible or practical to provide instant production or sure delivery times to customers. They serve as buffers between supply and demand so that needed product availability may be maintained for customers while providing flexibility for production and logistics to seek more efficient methods for manufacturing and distributing the products.

Order processing is the final key activity. Its costs usually are minor compared to transportation or inventory maintenance costs. Nevertheless, order processing is an important

element of the total time that it takes a customer to receive goods or service. It is also the activity that triggers product movement and service delivery.

Support activities, although they may be as critical as the key activities under any particular circumstance, are considered here as contributing to the logistics mission. In addition, one or more of the support activities may not be a part of the logistics activity mix for every firm. For example, products such as finished automobiles or commodities such as coal, iron, or gravel that do not need the weather and security protection of warehousing will not require the warehousing activity, even though inventories are maintained. However, warehousing and materials handling are typically conducted wherever products are temporarily halted in their movement to the marketplace.

Protective packaging is a support activity of transportation and inventory, as well as of warehousing and materials handling because it contributes to the efficiency with which these other activities are carried out. Purchasing and product scheduling often may be considered more a concern of production than of logistics. However, they also affect the overall logistics effort and specifically the efficiency of transportation and inventory management. Finally, information maintenance supports all other logistics activities in that it provided the needed information for planning and control.

Vocabulary

logistics *n.* 物流
integrated *v.* 一体化的,综合的,集成的
coordinate *v.* 协同、协作
carriage *n.* 运输、运费
procure *v.* 采购、获取、购买
maintain *v.* 维护、保养
promulgate *v.* 发布,公布,传播
logistician *n.* 物流人员
acquisition *n.* 采购、获取
reverse *adj.* 逆向的,返向的
toaster *n.* 烤箱、祝酒人
retailer *n.* 零售商
refund *v.* 退款、归还、偿还
defective *adj.* 残次的,有缺陷的
purchase *v.* 采购
identification *n.* 识别,身份
database *n.* 数据库
vendor *n.* 供应商
credit *v.* 记入贷方, *n.* 贷款、信用
chargeback *n.* 退款、应收退款科目

refurbish *v.* 刷新、修理	transmittal *n.* 传输
distribution *n.* 销售、分销、配送	dock *n.* 站台
warehouse 仓库	retrieval *n.* 取货、恢复
packaging *n.* 包装	aggregate *adj.* 总的
claim *n.* 索赔	deteriorate *v.* 使恶化、变质、损害
audit *n.* 审计	obsolete *adj.* 腐烂的、过时的、陈腐的

Key Terms

coordinated management 协同管理
physical distribution 实物分销
supply chain 供应链
Just-in-time 准时制、及时制
order processing 订单处理
freight consolidation 集货、货物整合
reverse logistics 逆向物流
raw materials 原材料
in-process inventory 在产品
finished goods 制成品
vehicle scheduling 车辆调度
material handling 物料搬运
order picking 拣选

Notes

1. Council of Logistics Management(CLM):美国物流管理协会,已于2005年1月1日更名为Council of Supply Chain Management Professional(CSCMP),美国供应链管理专业协会。该协会于1963年在美国芝加哥成立,原名为美国实物配送协会(Council of Physical Distribution),1983年更名为美国物流管理协会(Council of Logistics Management, CLM),2005年更为现名。该协会是美国和世界上物流和供应链管理领域最有影响的专业组织,在15个国家有81个分会(roundtables),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的机会和信

息。中国分会于2002年成立,并于2003年9月在北京设立中国代表处,从2005年起每年举办中国年会。协会网址为www.cscmp.org,其中国分会的网址为http://www.cscmpchina.org/

2. UPC:Universal Product Code,通用产品码。UPC码是美国统一代码委员会制定的一种商品用条码,主要用于美国和加拿大地区,我们在美国进口的商品上可以看到这种条码。
3. Physical Distribution:物流一词最初出现时,即是用此PD概念。1935年,美国销售协会对物流进行了定义,为:"物流(Physical-Distribution)是包含于销售之中的物质资料和服务于从生产地点到消费地点流动过程中,伴随的种种经济活动。"最早的物流(PD)概念仅指销售过程中与实物流动有关的活动。二战期间,军事后勤管理的理念和方法,被引入到工业部门和商业部门,物流PD一词开始逐渐为Logistics(原意为军事后勤)一词所替代。现在提到PD时,一般指与营销活动相关联的物流活动,即实物分销。
4. Acquisition:该词往往与purchase,procurement等词一样表示物流过程中的采购活动,一般在含义上可以通用,没有什么区别。但有时,Acquisition和purchase更侧重购买行为,而procurement则可能涵盖更广,既包括与购买相关的物流行为,还包括从购开始,到最终获得实物的整个活动。
5. supply chain:生产及流通过程中,涉及将产品或服务提供给最终用户活动的上游与下游企业所形成的网链。
6. Just-in-time(JIT):准时制、及时制源于丰田生产方式的理念。指在精确测定生产各工艺环节作业效率的前提下按订单准确的计划,消除一切无效作业与浪费为目标的一种管理模式。往往与零库存技术相连。
7. push, and pull strategies:推动式战略和拉动式战略。是供应链管理中的两种不同战略。推动式战略是根据预测进行生产或作业,而拉动式战略是根据实际需求进行生产或作业。
8. order picking 拣选:配送中心或仓库内的重要作业之一,指按订单或出库单的要求,从储存场所选出物品,并放置在指定地点的作业。

Post-reading Activities

I. 根据课文回答以下问题。

1. What is the newness of logistics compared to traditional transportation and storage?
2. What are the relationships between logistics and supply chain?