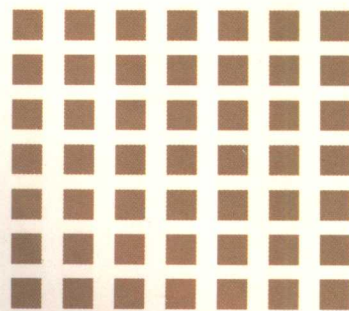


高等院校
国家技能型紧缺人才培养工程规划教材
——物流管理专业



物流英语

周宁主编

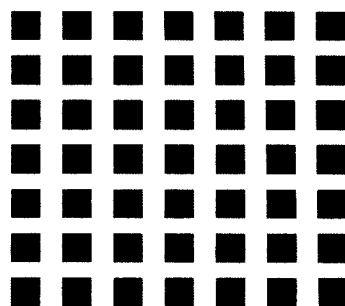
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国家技能型紧缺人才培养工程规划教材
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周 宁 主 编

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出版说明

21 世纪既是一个竞争日益激烈的世纪,也是一个充满机遇的时代。随着我国经济的发展,物流管理与技术飞速发展的时代已经到来。物流人才被列为全国 12 种紧缺人才之一。为了满足经济建设与人才培养的需要,2005 年 9 月教育部推出了“高等教育物流管理专业紧缺型人才培养指导方案”(以下简称“指导方案”),它的颁布对全国高等院校起到了规范与引导的作用。

为了密切配合教育部此次推出的“指导方案”,满足培养物流技能型人才的需要,我们于 2005 年启动了“高等院校国家技能型紧缺人才培养工程规划教材·物流管理专业”的策划、组织与编写工作。

本套教材约由 20 本组成,由来自高等院校物流专业教学第一线的“双师型”教师参与编写,基本满足高等院校物流管理专业物流运输管理方向、仓储与配送方向、企业物流方向与国际物流方向的培养需求,并将突出以下几个特色:

- 以教育部新推出的“高等教育物流管理专业紧缺型人才培养指导方案”为依据,构建丛书框架结构与每本书的基本内容,从而符合物流管理专业教学指导委员会对本专业建设的规划与精神。
- 针对高等院校学生的特点、培养目标及学时压缩的趋势,控制内容深浅度、覆盖面及写作风格。
- 突出基础理论知识够用,应用和实践技能加强的特色;保持相对统一的活泼的编写体例与丰富的栏目,适量增加实训的内容。
- 在内容构建上,将学位教育与职业资格证书考试相结合,满足学生获得双证的需求。
- 在写作上强调文、图、表有机结合,使内容与知识形象化,学生好学易记。
- 配套可免费下载的用于教学的 PPT 及习题参考答案(下载网址: www.hxedu.com.cn),使老师好用,学生好学。

本套教材主要作为高等院校物流管理专业的教材,也可作为全国高等教育自学考试物流管理专业、初中级物流专业人才培养或物流行业从业人员的充电书籍参考使用。希望本套教材对我国物流管理人才培养及物流行业的发展有所贡献。

前言

本书是为了适应高等院校物流管理专业英语教学的需要,根据教育部最新发布的高等院校物流管理专业学生培养目标和要求而编写的。全书内容包括物流管理综述、运输、仓储、库存控制、包装、物流信息、集装箱物流、物流单证和现代物流专题共9章。每章均有两篇难度、长度适中的精读课文,并附词组和单词解释、长句注释和全文译文作为学习的辅助材料。此外,课后补充读物和知识链接部分可供学有余力的学生进一步提高阅读能力和扩展知识面。

在提高阅读能力、增加专业词汇积累的同时,本书还着力于学生口语能力的锻炼。书中针对每一章的主题设计了小组讨论和课堂辩论的题目,以鼓励学生运用学到的专业英语知识来阐述自己的观点,提高口语表达能力。

为了使学生接触到最真实的物流行业专业用语,本书课文多节选自国外时新的教材和资料,在最大程度保持其原貌的基础上根据高职高专及应用型本科学生的语言能力进行简化,并在课文中加入丰富的图表,是一本实用性、时新性和趣味性并重的教材。

本书由广东外语外贸大学周宁主编,广东农工商职业技术学院林永成副主编,参加编写的还有广东农工商技术职业学院陈秀娟老师和九江学院张璞老师。

由于时间仓促,编者水平有限,书中不尽如人意之处,恳请读者批评指正。

编者

2007年3月

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1

Overview of Logistics

第 1 章 物流概论

Learning Objective 学习目标

- *To understand the definition of logistics.*
- *To learn the activities in logistics system.*
- *To know about logistics career.*

Logistics: What It Is

Key Terms 关键词汇

logistics 物流

logistics management 物流管理

definition of logistics 物流的定义

plan, implement and control 计划, 实行和控制

flow and storage of goods 物品的流动
和存储

customer requirements 客户需求

■ Definition of Logistics

Logistics is a hot topic in China and the whole world. Although it is anything but a newborn baby, lots of people still have limited awareness of, and knowledge about logistics—the subject matter of this textbook.¹ People tend to refer logistics as the flow of goods, yes, it is partly right, but logistics is much more than that. So what logistics really is?

When you look up the term “logistics”, you might surprise to find out there are various definitions of different editions, each have slightly different meaning.

To avoid potential misunderstanding about the meaning of logistics, this book adopts the current definition provided by the Council of Supply Chain Management Professionals (CSCMP) (previously known as “Council of Logistics Management”) —one of the world’s most prominent organizations for logistics professionals.²

According to CSCMP, logistics is the process of planning, implementing and controlling the efficient, effective flow and storage of goods, services and related



Council of Supply Chain
Management Professionals

information from point of origin to point of consumption for the purpose of meeting customer requirements.³

■ Analysis of Logistics Definition

It is quite a long definition, to understand it better, let's analyze it in closer details.

➤ It is a process of “plan, implement, and control”

First, logistics is a process of “plan, implement, and control”. Of particular importance is the word “and”, which suggest that logistics should be involved in all three activities, planning, implementing, controlling—not just one or two.⁴ Some suggest, however, that logistics is more involved in the implementation than in the planning of certain logistical policies.

➤ Refer to “efficient and effective flow and storage”

Note that the definition also refers to “efficient and effective flow and storage”. Broadly speaking, effectiveness can be thought of as “how well does a company do what they say they are going to do?” For example, if a company promises that all orders will be shipped within 24 hours of receipt, what percentage of orders are actually shipped within 24 hours of receipt? In contrast, efficiency can be thought of as how well (or poorly) company resources are used to achieve what a company promised it can do.

➤ Involves “goods, services, and related information”

The definition also indicates that logistics involves the flow and storage of “goods, services, and related information”. (See Figure1-1) 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 obtain important information to make logistical decision.

➤ Purpose of logistics is to meet customer requirements

Finally, the definition indicates that the purpose of logistics is to meet customer requirements. This implies that logistics strategies and plans should be based upon customer wants and needs. Therefore, management must first find out what those wants and needs are, through communicating with customers to learn about their requirement.

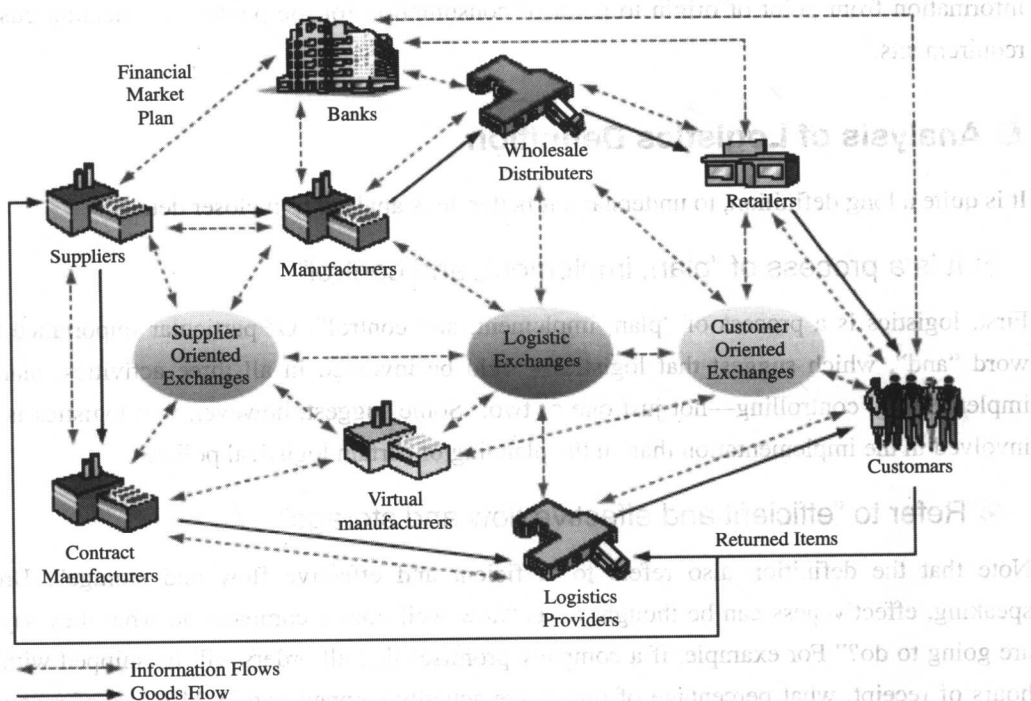


Figure 1-1 Goods and Information Flow

□ New Words and Terms 新词汇

Logistics n. 物流学, 后勤学, 后勤

常用同根词: logistician

tend to vt. 倾向于 (有助于, 易于, 引起, 造成, 势必)

refer vt. 提交, 谈及, 归诸于, 指点把...
提交 vi. 提到, 涉及, 查阅, 咨询

adopt vt. 采用, 收养, 接受

various adj. 不同的, 各种各样的, 多方面的, 多样的

常用同根词: variety n. 变化, 多样性, 种种, 品种, 种类; vary vt. 改变, 变更, 使多样化 vi. 变化, 不同, 违反

potential adj. 潜在的, 可能的 n. 潜能, 潜力

council n. 理事会, 委员会, 参议会, 讨论会议, 顾问班子, 立法班子

prominent adj. 卓越的, 显著的, 突出的

implement vt. 贯彻, 实现 v. 执行

常用同根词: implementation n. 执行

consumption n. 消费, 消费量

常用同根词: consume vt. 消耗, 消费, 消灭; consumer n. 消费者

indicate vt. 指出, 显示, 象征, 预示, 需要, 简要地说明

involve vt. 包括, 笼罩, 潜心于, 使陷于
receipt n. 收条, 收据, 收到; v. 收到
常用同根词: receive vt. 收到, 接到, 接
收, 遭到, 受到, 接待, 接见

reception n. 接待, 招待会, 接收
contemporary adj. 现代的, 当代的
strategy n. 策略, 军事策略

Notes 注释

1. Logistics is a hot topic in China and the whole world. Although it is anything but a newborn baby, lots of people still have limited awareness of, and knowledge about logistics. 物流是一个中国乃至全世界的热门话题。虽然它已经不是一个新生事物了, 但是不少人对物流的认识仍然有限。

be aware of something: 意识到

Example: John has been aware of having done something wrong. 约翰已意识到自己做错了事情。

2. To avoid potential misunderstanding about the meaning of logistics, this book adopts the current definition provided by the Council of Supply Chain Management Professionals (CSCMP) —one of the world's most prominent organizations for logistics professionals. 为了避免可能发生的对物流含义的误解, 本书采用美国供应链管理专业协会(前身为美国物流管理协会)目前的定义, 该协会是全世界物流专业领域中最著名的组织。

to avoid something (doing something) 避免, 避开

Example: She tried to avoid answering my questions. 她试图避而不答我的问题。

3. Logistics is the process of planning, implementing and controlling the efficient, effective flow and storage of goods, services and related information from point of origin to point of consumption for the purpose of meeting customer requirements. 物流是计划实施和控制商品的快速、高效流动和储存, 以及从源头到消费的服务和信息的全过程, 以满足客户的需求。

这里我们要注意 efficient and effective 这两个词的区别:

efficient 指的是效率高的, 有能力的, 而 effective 强调的是有效的, 有影响的。

4. First, logistics is a process of “plan, implement, and control.” Of particular importance is the word “and”, which suggests that logistics should be involved in all three activities, planning, implementing, controlling—not just one or two. 首先, 物流是“计划, 执行与控制”。特别重要的是这个“与”字, 它指出物流应该包括所有这三方面——计划, 执行和控制——而不仅仅是其中一个或两个方面。