



高等职业教育物流专业规划教材

Logistics English

物流专业英语

主 编 任 翔 姜舒曼

浙江大學出版社



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前 言

随着国内物流业向国际多元化的迅速发展，英语作为信息的传递工具在物流活动中发挥着越来越重要的作用，企业对物流管理人才的英语能力要求也在不断提高。

在此背景下，物流管理专业的学生除了具备专业理论知识外，还应具备一定的专业英语读写能力，对物流各环节的相关专业英语术语有所了解，能够操作相关的英语物流业务。

本教材以实用为原则，以提高学生物流英语业务能力为主，结合企业实际，锻炼学生听、说、读、写方面的能力。该教材既可以作为物流管理专业学生的教材，也可以作为英语爱好者的参考读本。

本教材由湖北交通职业技术学院任翔、湖北省交通运输厅职业资格中心姜舒曼担任主编，湖北生态工程职业技术学院周妮、武汉商贸职业学院程红兰、长江职业学院李一辉担任副主编。具体编写分工如下：模块1、模块2由姜舒曼编写，模块3、模块9和模块10模块由任翔编写，模块4由程红兰编写，模块5由周妮编写，模块6由李一辉和长江职业学院金小莹编写，模块7由湖北交通职业技术学院汪玉卉编写，模块8由湖北交通职业技术学院郭向红编写。任翔负责本书的结构设计和统稿，姜舒曼从物流行业管理的角度提出了宝贵的意见。

本书在编写过程中借鉴和引用了国内外许多文献，在此表示真诚的感谢。因编写水平有限，书中难免存在疏漏和不足之处，恳请同行和读者批评指正，以便修订时完善。

编者

2015年10月



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Module **1**

Career Guide

Learning Objectives

Knowledge Learning Objective

- 1. To know the overview of logistics*
- 2. To understand the definition of logistics*
- 3. To learn the activities of logistics*

Skill Developing Objective

- 1. Communication skills in introduction*
- 2. To get the interview skills in logistics company*

Task 1 Careers in Logistics

I. Introduction to Logistics Company

Dialogue

某高职院校物流专业大三的同学受邀来到该校合作企业ABC快递公司应聘，该公司职员李明接待了他们，并向他们介绍ABC快递公司的基本情况。

 Situation: Li Ming, the clerk of ABC Express Company, is talking with the students.

Li: Welcome to our company! Nice to meet you.

Students: Nice to meet you, too.

Li: My name is Li Ming. I'll introduce our company to all of you.

Students: Thank you very much.

Li: Ever since its establishment in 1993, ABC Express Company has been committed to improving service quality and satisfying market demands. It has set up powerful business services including information collection, market development, logistics distribution and express delivery services.

Students: Is it the earliest express company in China?

Li: Maybe not. But now our company is China's largest private delivery services firm in the mid-end market. Now we are expanding our business in the supply chain where it builds e-commerce platforms. We are trying to earn a share of the e-commerce logistics market.

Students: How many employees are there in the company?

Li: Until December 2014, our company has nearly 340,000 employees, 16,000 vehicles, 18 aircrafts and 12,000 service centers in both mainland China and overseas countries/regions.

Students: We want to be a part of your company.

Li: Everyone has the chance, if you want. Before your determination, I'll show you around the company.

Students: That's good, thank you.

New Words and Expressions

clerk

n. 职员；办事员

express company

快递公司

introduce

vt. 介绍；提出；采用；引进

committed to	决心从事；致力于
quality	<i>n.</i> 质量，品质；特性
market demand	市场需求
powerful	<i>adj.</i> 强大的，强有力的
delivery	<i>n.</i> 交付，递送
private	<i>adj.</i> 私人的，私有的
expand	<i>v.</i> 扩大，扩展
supply chain	供应链
e-commerce	<i>n.</i> 电子商务
platform	<i>n.</i> 平台；站台
earn	<i>vt.</i> 赚，获得，使得到
share	<i>v.</i> 分享，分担； <i>n.</i> 份额，股份
employee	<i>n.</i> 雇员，从业人员
vehicle	<i>n.</i> 车辆；工具；交通工具
oversea	<i>adj.</i> 海外的，国外的； <i>adv.</i> 向海外，国外
region	<i>n.</i> 地区，范围；部位
determination	<i>n.</i> 决心，果断
show sb. around	带领……参观，四处转转

Practice

张先生和张太太两人来某高职院校，为其儿子咨询高考填报专业情况。该校招生处工作人员Jack接待了他们，并向他们介绍了该校的概况及专业设置，并着重介绍了该校的优势专业——物流管理专业的情况。

请依据此情景设计对话，并邀请同学分角色表演。

II. What's Logistics

Text

Logistics is the universal thread or “pipeline” that plans and coordinates the delivery of products and services to customers all over the world. Logistics professionals manage and coordinate activities in this global pipeline to ensure an effective and efficient flow of materials and information from the time a need arises until it is satisfied and beyond. Some of the many activities involved in logistics include:

<i>customer service</i>	<i>warehousing</i>	<i>inventory control</i>
<i>transportation</i>	<i>materials handling</i>	<i>forecasting</i>
<i>purchasing</i>	<i>strategic planning</i>	

The goal of these logistics activities is to satisfy the needs of the ultimate consumer—you. Simply stated, logistics managers ensure that—the right product, in the right quantity, in the right condition, is delivered to the right customer at the right place, at the right time, at the right cost.

Logistics is involved every time you purchase a product, whether it's food, medicine, or clothing. It doesn't matter how you shop—at a store, by mail order through direct sales, or via the Internet—you are being served by the logistics pipeline outlined below. The items you purchase have been transported from manufacturers near and far to get to you—and logistics professionals have managed each of these journeys.

Consider the last shirt that you purchased. The cotton may have been grown and processed in Georgia. Then it was shipped to R. O. Korea where it was spun into fabric. The bolts of fabric were sent to Guatemala for cutting and assembly. The completed shirt was then transported to the US retailer that sold it to you. And, that's not all! The buttons, thread, packaging, and labels all went through similar international logistical paths to become part of your shirt as well.

Every product in your home has in some way been touched by this incredible field. Pick up a soft drink, styling gel, a computer, or a CD player and consider the path each of these items has traveled to get to you. You've been depending on logistics all of your life to provide the best that the world has to offer.

(Excerpts from the "Careers in Logistics", Council of Logistics Management)

New Words and Expressions

universal	<i>adj.</i> 普遍的, 通用的, 全世界的, 全体的 <i>n.</i> 一般概念, 普遍性
pipeline	<i>n.</i> 管道, 传输途径
coordinate	<i>v.</i> 调整, 整合, 协调
professional	<i>adj.</i> 专业的, 职业的; <i>n.</i> 专业人员
effective	<i>adj.</i> 有效的, 起作用的; 实际的, 实在的
efficient	<i>adj.</i> 有效率的, 有能力的, 生效的
material	<i>n.</i> 材料, 原料, 物质
arise	<i>v.</i> 出现; 上升; 起立
beyond	<i>prep.</i> 超过, 超越
activity	<i>n.</i> 活动, 行动
customer service	客户服务
warehousing	<i>n.</i> 仓储
inventory control	库存控制
transportation	<i>n.</i> 运输
materials handling	物料处理

forecasting	<i>n.</i> 预测
purchasing	<i>n.</i> 采购
strategic planning	战略规划
satisfy	<i>v.</i> 满足; 说服
ultimate	<i>adj.</i> 最终的, 根本的
manufacturer	<i>n.</i> 制造商, 厂商
consider	<i>v.</i> 考虑
cotton	<i>n.</i> 棉花
process	<i>v.</i> 处理, 加工
ship	<i>v.</i> 运送; 乘船
spin	<i>v.</i> 纺织; 旋转
fabric	<i>n.</i> 织物, 布
retailer	<i>n.</i> 零售商
button	<i>n.</i> 纽扣
packaging	<i>n.</i> 包装
label	<i>n.</i> 标签
similar	<i>adj.</i> 相似的
incredible	<i>adj.</i> 难以置信的, 惊人的
depend on	依靠

Game

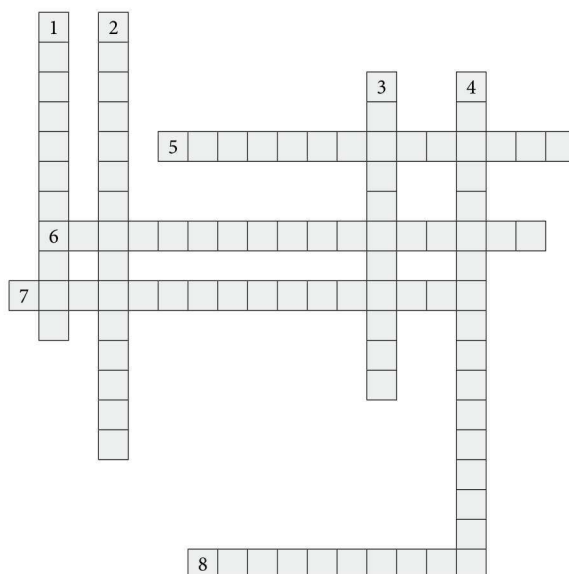
Complete the Crossword Puzzle with Words from This Text

Across

- 5 Another word for freight.
- 6 Develop the organization's long-term objectives and turn it into practice.
- 7 Monitoring and managing the storing at appropriate level.
- 8 Another word for buy.

Down

- 1 Another word for storage.
- 2 The efforts for establishing or maintaining consumer relationships.
- 3 Another word for predicting.
- 4 Methods for moving material.



III. A Collection of Logistics Definitions

Broaden Your Horizons

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 Oy, 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)

Logistics: The procurement, maintenance, distribution, and replacement of personnel and materiel.—(Webster Dictionary)

Logistics: ...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 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, <http://www.clm1.org/mission.html>, Feb. 12, 1998)

Logistics: The science of planning, organizing and managing activities that provide goods or services.—(MDC, LogLink/Logistics World, 1997)

Homework

你知道哪些物流公司？你了解它的企业理念、规模、业务范围、经营模式、获得的荣誉你了解吗？

每个小组选择一家自己感兴趣的物流公司，向老师和其他小组同学介绍该公司，最好能制作PPT配合演讲。

Task 2 Get a Job in Logistics Company

I. Get a Job in Logistics Company

Dialogue

学生们参观完ABC快递公司后，均对大三学年实习期很期待，部分学生向ABC快递公司提出了实习申请，公司安排人事干事李明负责面试。夏红同学是学生骨干，她对客服职位非常感兴趣，提出了面试申请。

Li Ming: Good afternoon, please have a seat.

Xia Hong: Thank you. Here is my resume.

Li Ming: How are you doing today?

Xia Hong: I'm fine, thank you. And I like the working environment in this company.

Li Ming: Great. Well, let's get started. Could you say something about yourself?

Xia Hong: My name is Xia Hong. I was born in Changsha and brought up in Wuhan. I'm fond of reading, sports and travelling.

Li Ming: What's your favorite book?

Xia Hong: *Harry Potter*.

Li Ming: Could you tell me a little about your educational background?

Xia Hong: Yes. I'm studying in WH Technical College. Now I have finished my sophomore year and I will begin my internship soon.

Li Ming: I see. What did you learn in school?

Xia Hong: My major is Logistics Management. This year, three classmates of mine and I as a team took part in Logistics Skill Match on behalf of my college. To our satisfaction, we got the first prize in the competition.

Li Ming: Did you take any English courses during your study?

Xia Hong: Yes. I had Basic English during grade one and Logistics English in grade two. Actually, I have passed CET 3 and I'm waiting for the result of CET 4.

Li Ming: Did you have any working experience?

Xia Hong: As you know, I'm a college student now, so I lack formal working experience. What I have are these social practices, and the experiences of part-time work. But my working experience in the Students Union and part-time job also taught me a lot, such as the

ability to deal with personnel at all levels effectively.

Li Ming: Do you have any particular conditions that you would like the company to take into consideration?

Xia Hong: No, nothing in particular.

Li Ming: How soon can you begin working for us?

Xia Hong: I need about two weeks. I have to take part in the final exam.

Li Ming: OK. Any questions?

Xia Hong: How will I know your decision?

Li Ming: We will notify you by e-mail. Is it convenient for you?

Xia Hong: Yes, thank you.

New Words and Expressions

resume	<i>n.</i> 履历; 个人简历
be born in	出生于
be fond of	爱好; 喜爱
environment	<i>n.</i> 环境, 外界
background	<i>n.</i> 背景; 隐蔽的位置
sophomore	<i>adj.</i> 二年级的; 二年级学生的
internship	<i>n.</i> 实习生
on behalf of	代表; 为了
satisfaction	<i>n.</i> 满意, 满足
competition	<i>n.</i> 竞争; 比赛, 竞赛
social	<i>adj.</i> 社会的, 社交的
personnel	<i>adj.</i> 人员的; 有关人事的
consideration	<i>n.</i> 考虑; 原因
particular	<i>adj.</i> 特别的; 详细的
notify	<i>vt.</i> 通告, 通知; 公布
convenient	<i>adj.</i> 方便的

Tips: Job Interview—Do's and Don'ts

1. Some Key Do's to a Successful Job Interview

- (1) Do your research—Know what type of interview you can expect to be facing and then prepare yourself by practicing.
- (2) Know where your interview will be held—Take a drive, bus, subway, etc., to where the interview will be held so that you can determine how to get there and how long it takes to get there.

- (3) Do dress in business attire—Even for the most casual job interview you should dress in business attire. For interviews with banks, accounting firms, and other similar companies dress conservative business attire.
- (4) Do arrive early—If you arrive late (even by a few minutes) you will forget about getting the job. It's a good idea to arrive 10 to 15 minutes early.
- (5) First impressions—Greet everyone from the receptionist through to the interviewer with respect.
- (6) Do bring extra resumes—Also bring along copies of your letters of recommendation.
- (7) Greet the interviewer(s) by their appropriate title—Dr., Mr., Mrs., Ms. If you are not sure, ask someone, such as the receptionist.
- (8) Do wait to be seated—Stand straight, pay attention to your body language, and wait to be offered a seat.
- (9) Make good eye contact with the interviewer.
- (10) Have a firm handshake.
- (11) Look enthusiastic.
- (12) Do show a high level of confidence and energy.
- (13) Do stress your achievements, skills, and accomplishments.
- (14) Do take a few minutes to evaluate the interviewer—This can tell you a lot about the persons interviewing you.
- (15) Do show what you can do for the company—Get every opportunity to show the interviewer how and what you can do for the company.
- (16) Ask intelligent questions about the job.
- (17) Take plenty of notes during the interview.
- (18) Do tell the truth—It's much better to be honest right away rather than stretching the truth and having it come back on you.

These are the tips for a good job interview. Let's review some don'ts.

2. Some Key Don't to a Successful Job Interview

Just as there are things you should do for a successful interview outcome, there are interview don'ts that you should be aware of. Let's have a look.

- (1) Don't say negative things about former supervisors, colleges, or employers.
- (2) Never answer a simple "yes" or "no"—Give an answer that is explanatory.
- (3) Don't smoke—Avoid smoking before your interview. Make sure to have fresh breath for your interview.
- (4) Don't speak quietly—Rather than speaking in a soft voice, speak with authority and confidence.
- (5) Don't chew gum.
- (6) Don't be too open—You should not talk about family or personal problems.
- (7) Don't leave your cell phone on—Turn off cell phones. Don't answer texts or calls.
- (8) Don't tell jokes.

Practice

小吴是一名有着五年工作经验的大专毕业生。毕业后，他一边工作一边学习，在积累了丰富的第一线工作经验的同时，还拿到了大学本科毕业证和物流师职业资格证书。现在他到一家物流公司应聘部门主管。公司人事部长李女士对他进行了面试。

请根据此情况设计对话，并邀请同学分角色表演。

II. The Career Path in Logistics

Text

Logistics involves so many critical business activities that nearly every Fortune 500 and Global 500 company can be considered a potential employer for logistics managers. The same can be said for smaller public and private companies around the world. From the largest automobile manufacturers to the smallest zipper producers, any company that purchases and/or sells products has a need for logistics professionals to manage the flow of product and information locally, nationally, and internationally. Service firms like hospitals and restaurant chains like McDonald's must also manage logistics activities.

Here is a sample of the types of businesses and organizations that you could work for as a logistics manager:

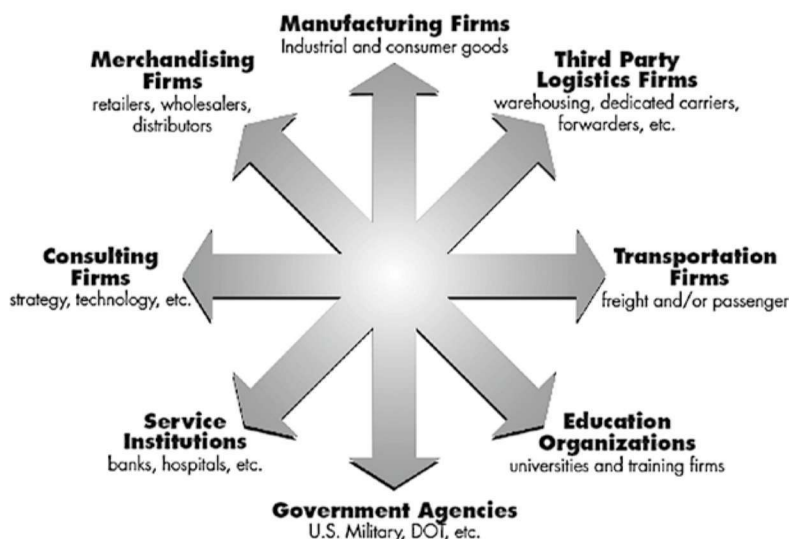


Figure 1-1 Types of Business and Organizations

No single career path dominates logistics management. In fact there are hundreds of potential career paths (seventeen of them are outlined in the Job Profiles section of this booklet). Your career path will be largely influenced by your skills, interests, and personal decisions. It will also

be impacted by the size, type, geographic scope, and organizational structure of the firm that you choose to work for.

A broad base of business skills, knowledge of the logistics process, and relevant internship/work experience will give you ample opportunity to begin your career with a manufacturer, retailer, carrier, third party logistics firm, or other organization. You will likely begin as a management trainee, analyst, or first line supervisor. As you demonstrate your managerial capabilities, you can progress to logistics positions of greater responsibility. You may also decide to gain experience in other parts of the organization.

One key to your success in this field is flexibility. You will work with people throughout your company—logistics, manufacturing, and marketing. Depending on the size of your company, your initial responsibilities may deal with one or more logistics functions. Some positions will require you to specialize in a specific area of logistics. There are numerous opportunities and career paths in this field—it is up to you to seek them out and develop the appropriate skills to be successful.

Your logistics career path can focus on a wide variety of functional areas. Some of these include:

- Logistics planning and analysis
- Transportation management
- Warehouse operations management
- Inventory planning and control
- Purchasing and materials management
- International logistics management
- Production planning and operations
- Supply chain management
- Customer service management
- Information systems and control
- Logistics services marketing and sales
- Logistics engineering

Any number of these areas can be combined under the responsibility of a single logistics executive. The organizational chart provided below highlights many of the logistics career paths that exist in manufacturing firms. With the exception of production planning, similar opportunities are available with merchandising firms. There is also an opportunity to build your career path by moving between logistics functions, moving into other areas of the organization, or by moving from one type of organization to another.