



教育部职业教育与成人教育司推荐教材
中等职业学校物流专业教学用书

Vocational Education

English

职业英语系列

——物流英语

中等职业学校职业英语教材编写组 编



高等教育出版社
HIGHER EDUCATION PRESS



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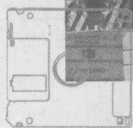
——物流英语

中等职业学校职业英语教材编写组 编

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内容提要

《职业英语系列——物流英语》是教育部职业教育与成人教育司推荐的中等职业学校物流专业教学用书。

本教材重点介绍现代物流的基本概念、功能以及物流运输的概念和作用、业务流程和办理要求等,注重对学生实际操作能力的培养。教材内容实用性强,深浅程度适中,可供中等职业学校物流管理专业及相关专业课程教学使用,也可作为物流企业的岗位培训教材,可供自学者选用。

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前言

本教材是教育部职业教育与成人教育司推荐教材,专门为中等职业学校物流专业英语课程编写。

随着我国物流行业的不断发展,物流企业对不同层次人员的需求量也日益增多。为了了解物流行业对英语的需求,编者亲临物流企业进行调研。调查发现:目前物流行业从业人员中中职生占有相当大的比例,在物流作业中他们经常用到物流专业英语,在具体操作过程中不懂专业英语给中职毕业生带来了困难。然而目前开设物流英语课程的中等职业学校为数不多,主要原因之一是缺乏与物流作业密切相关的物流英语教材。本教材正是依照以就业为导向、以满足物流企业需求为目的的原则而编写的。本书具有以下特色:

体现物流领域的最新发展趋势 教材选取的语言素材重点介绍了现代物流的基本概念、功能以及物流运输的概念与作用、业务流程与办理要求等,时效性强。仓储是目前我国物流企业活动中的重要环节,其操作过程涉及使用到的物流英语知识较为频繁,在本教材中与仓储活动相关的内容占有较大比例,而那些操作过程中使用物流英语知识不多的环节暂时不编入本教材。

具有鲜明的职业特色 本书以工作流程为主线讲授物流概述、客户服务、运输、仓库储存、包装等物流主要功能及活动,注重对学生实际操作能力的培养,提供了当前国内物流行业中常见的专业术语及专业词汇。注释中例句的内容也都与物流流程相关,凸显了物流英语的特色,以期达到学以致用目的。

以够用为度 考虑到当前中职学生的实际英语水平,本教材对课文、词汇、练习的难度和深度严格把关。在课文中力求用浅显易懂的语篇把物流行业的主要活动呈现给学生;词汇以初中英语的词汇大纲为参照,除物流活动的专用词汇外,所用词汇均在大纲范围内。课后多样化的练习便于学生理解和掌握学习重点,提高学生的英语实际应用能力,使之能适应工作岗位的实际需求。

版式活泼,图文并茂 教材改变了传统教材单调的体例,以大量图片代替文字,有助于学生理解实际操作环节步骤和处理方法,同时调动学生的学习兴趣。

本教材共11个单元，每个单元涉及物流行业中的一个具体活动，由以下9部分组成：

- Objectives (目标)：提出本单元的学习目标。
- Warm-up (热身)：以图片形式介绍物流活动的流程或涉及的重要环节。
- Reading (阅读)：两篇与单元主题相关的阅读材料帮助学生了解主要的物流活动。
- Speaking (口语)：用简单、实用的句型进行与单元主题相关的对话练习。
- Writing (写作)：以物流活动中最常见的单证、e-mail为素材设计练习，让学生了解并熟悉单证的基本内容和相关表达法，掌握物流行业最常见的英语邮件写作。
- Word Power (词汇练习)：借助图片让学生复习课文中学过的单词。
- Exercises (练习)：每单元有三组习题，帮助学生巩固该单元学习的语言及专业知识。
- Supplementary Vocabulary (补充词汇)：集中了一些与单元主题相关的重要词汇，供学生参考使用。
- Notes (注释)：提供详尽的与课文主题相关的知识，包括语言知识、专业知识等。

单元后提供了参考译文、词汇表、补充词汇表和练习答案，便于学生课后参考使用。

本教材的建议教学时数为64学时，可供中等职业学校物流管理专业及其他相关专业课程教学使用，也可作为物流企业的岗位培训教材和自学者选用。

本教材由黄惠晖担任主编；戴灵灵、吴莹莹担任副主编。编者（以姓氏笔画为序）有：许庆欣、郑惠人、黄惠晖、戴灵灵。

在本教材的编写过程中，厦门市教育科学研究院职教室陈振源老师做了大量的组织和协调工作，对编写工作提出了很多具有建设性的意见和建议；东方海外物流有限公司黄薇小姐、厦门伯灵顿物流有限公司秦涛先生对本书的编写提供了指导和帮助。本教材还得到了厦门市教育局职业与成人教育处邓庆源处长的关心与支持。谨在此一并表示诚挚的谢意。

希望本教材能为广大中等职业学校师生提供有益的帮助和参考，同时也希望能得到师生们的使用意见和反馈，以期修订再版时优化本教材。

编者

2007年7月

Contents

Unit 1	Introduction to Logistics	1
Unit 2	Customer Service	11
Unit 3	Transportation	21
Unit 4	Shipping Space Booking	31
Unit 5	Marine Bill of Lading	39
Unit 6	Material Handling Equipment	49
Unit 7	Warehousing Process	63
Unit 8	Inventory Management	73
Unit 9	Order Picking	83
Unit 10	Packaging	91
Unit 11	Information Technology	101
Translation		111
Vocabulary		137
Supplementary Vocabulary		143

Unit 1

Introduction to Logistics



■ Objectives

1. Understanding logistics operations.
2. Learning some basic knowledge about logistics.
3. Understanding some technical terms related to logistics.

■ Warm-up

Look at the pictures and get familiar with logistics operations¹.



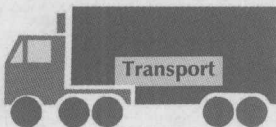
Handling & Portage



Warehousing



Inventory



Transport



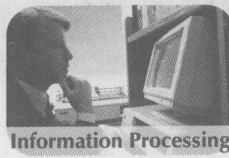
Logistics Operations



Packaging



Purchasing



Information Processing



Distribution & Processing

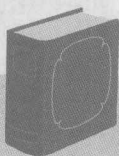


■ Reading

Section

1

Word Tips



logistics *n.* 物流
 effective *adj.* 有效的
 efficient *adj.* 有效率的
 flow *n.* 流程; 流动
 material *n.* 材料
 product *n.* 产品
 quantity *n.* 数量
 quality *n.* 质量
 challenge *n.* 挑战
 purchasing *n.* 采购
 transport *n. / v.* 运输, 运送
 handling *n.* 装卸; 处理
 portage *n.* 搬运
 warehousing *n.* 仓储
 inventory *n.* 库存
 packaging *n.* 包装
 distribution *n.* 流通; 配送
 processing *n.* 加工, 处理
 information processing 信息处理
 space saving 节约空间
 scale optimization 规模优化
 stock control 库存管理
 sum cost minimum 最低总成本
 customer *n.* 顾客; 客户

What Is Logistics?

Modern **logistics** is related to² the **effective** and **efficient flow** of **materials** and information.

Getting the right **product** to the right place in the right **quantity** at the right time, in the right condition, **quality** and at a right cost is the **challenge** of logistics³. These are known as 7R of logistics.

The activities of logistics include **purchasing, transport, handling & portage, warehousing, inventory, packaging, distribution & processing, information processing**, etc.

Logistics workers should keep service, speed, **space saving, scale optimization, stock control**, safety, and **sum cost minimum** in mind which is called '7S'⁴ to satisfy **customers**.





Choose the best answer.

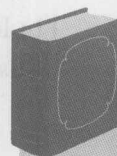
- Logistics deals with _____.
 - material flow
 - information flow
 - goods flow
 - both material flow and information flow
- Which is NOT included in logistics activities?
 - The process of packing.
 - Carrying goods from one place to another.
 - The process of storing goods.
 - Having as many customers as possible.
- 7R of logistics includes all of the following EXCEPT _____.
 - right place
 - right quantity
 - right customer
 - right cost

Section 2

Logistics & Supply Chain Management⁵

When did you make a purchase at McDonald's for the last time?

You may have not put much thought on where all of the **ingredients** of your sandwich came from. Depending on the restaurant's **location**, McDonald's **sources** its ingredients from both local and global **suppliers**⁶. For example, a **Big Mac** sold in **Saudi Arabia** has meat from **Brazil**, cheese from Europe and **sesame seeds** for its **buns** from **Mexico**. It sources these ingredients from parts of the world where it finds the best value in terms of⁷ quality and cost.



Word Tips

supply chain management

供应链管理

ingredient *n.* 成分; 配料

location *n.* 位置; 场所

source *v.* 从...获得

supplier *n.* 供应者; 厂商

Big Mac 大汉堡

Saudi Arabia *n.* 沙特阿拉伯

Brazil *n.* 巴西

sesame seed 芝麻籽

bun *n.* 小圆面包

Mexico *n.* 墨西哥



ensure v. 确保

network n. 网络

demand n. 要求, 需求

customer service

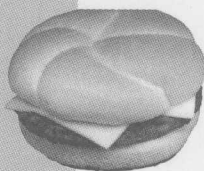
客户服务

forecasting n. 预测

communication technology

通信技术

order processing 订单处理



The challenge is to **ensure** that all restaurants in the McDonald's **network** have enough ingredients to meet customers' **demands**.

This is the challenge of Logistics & Supply Chain Management.

There are key logistical activities which can help to make the above flows easy. They are:

Customer Service

Demand **Forecasting** & Planning

Inventory Management

Communication Technology

Materials Handling

Order Processing

Purchasing

Transportation

Warehousing

Decide whether the following are T (True) or F (False).

1. () McDonald's buys its ingredients from all over the world.
2. () Logistics people do have to consider the cost.
3. () To satisfy customers is the challenge for Logistics & Supply Chain management.
4. () In logistics, technology is used for better communication.
5. () Customer service is the most important in logistics.

■ Speaking

Word Tips

freshman n. 新生

major n. 主修专业

delivery n. 交货

the whole story 详情, 始末

various adj. 不同的; 多方面的

David is a *freshman* whose *major* is logistics. He is eager to⁸ know more about logistics. Now he is talking to Mr White, his teacher.

David: Hi, Mr White. Does modern logistics mean transportation and **delivery**?

Mr White: It's not **the whole story**. It includes **various** activities.



David: Can you give me some examples?
 Mr White: It includes purchasing, inventory, packaging ...
 David: And transport, handling & portage, warehousing, distribution & processing, information processing, etc.
 Mr White: Now you've got it.
 David: I see, Mr White. Thanks.

Complete the following dialogue and practice with your partner.

A: Hi, Mr White. Does modern logistics mean getting the right product to the right place?

B: _____. It usually includes 7 rights.

A: _____?

B: They are right product, right quantity, right time ...

A: And _____.

B: _____.

A: I see, Mr White. Thanks.

Writing

The following is a material for a logistics company. Read it first and then complete the e-mail as a company introduction to the customer.

Wuhan Zhengda Logistics Co., Ltd.

Wuhan Zhengda Logistics **Co., Ltd.** is a large **enterprise** specialized in⁹ modern logistics in Wuhan and is a **holding company** of Wuhan Haitian **Group** (Wuhan famous **private-owned** enterprise). The company was **established** in 1997. It mainly engages in¹⁰ services such as transport, **storage**, handling & portage, distribution, packaging and information processing of **cargo**, etc.

Word Tips

Co., Ltd = Company Limited 有限公司

enterprise *n.* 企业

holding company 控股公司

group *n.* 集团

private-owned 私人拥有的

establish *v.* 建立

storage *n.* 存储

cargo *n.* 货物



Complete the following e-mail¹¹ with the information given above.

Word Tips

opportunity *n.* 机会
cooperate with 合作, 协作
reputation *n.* 名声
service *vt.* 提供服务
item *n.* 项目
satisfaction *n.* 满意
faithfully *adv.* 忠诚地

Date: Mar 10, 2006
To: Michael Clinton
From: 1 _____
Subj: Company Introduction



Dear Mr Clinton,
We have the pleasure to introduce our company to you with the hope that we may have an **opportunity** to **cooperate with** you. Our company 2 _____ in 1997 and has enjoyed a good **reputation** in the business of 3 _____ for 20 years in Wuhan, China. Most of the logistic activities can be **serviced** in our company. They include 4 _____, 5 _____, handling & portage, 6 _____, 7 _____ and information processing 8 _____.


Should any of the **items** be of interest¹² to you, please let us know. We are sure we can give our customers complete **satisfaction**.


We are looking forward to¹³ your early reply.

Yours **faithfully**,
Emily Lin
Wuhan zhengda Logistics Co. Ltd.

Word Power

Fill in the blanks with proper words.

1. We select the best kind of tr  to send the goods.

2. The quantity of products in the warehouse are known as in .

3. Supply Chain Management includes many kinds of logistics activities. They are:

dis _____ & p _____



, p _____



inf _____ p _____



and so on.



Exercises

A. Add one letter to the front of each line of letters, so the words in the 8 lines become 8 meaningful words. One example is given below.

q	u	a	l	i	t	y			
	u	r	c	h	a	s	i	n	g
	i	g	h	t					
	o	g	i	s	t	i	c	s	
	r	o	d	u	c	t			
	a	r	e	h	o	u	s	i	n
	p	e	e	d					
	u	s	t	o	m	e	r		

B. Complete the following table with the right information from Section 1.

Logistics Activities	Logistics' 7R	Logistics' 7S
Purchasing	Right quantity	
Handling & portage	Right time	Space saving
	Right place	Scale optimization
Inventory		Stock control
Packaging	Right quality	
		Sum cost minimum
Information processing		



C. Find meaningful terms by matching the words in Column A with those in Column B and translate them into Chinese. One example is given below.

A

1. logistics
2. supply chain
3. customer
4. communication
5. order
6. materials
7. information
8. holding

B

- company
- handling
- system
- processing
- management
- technology
- service
- processing

Example:

1. logistics system
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

物流系统

Supplementary Vocabulary

domestic logistics 国内物流

global logistics 全球物流

green logistics 环保物流

internal logistics 企业内部物流

international logistics 国际物流

international freight forwarding agent 国际货运代理

just-in-time (JIT) logistics 准时制物流

logistics system 物流系统

logistics service 物流服务

logistics information 物流信息

logistics cost 物流成本

out-sourcing n. 业务外包

the third party logistics 第三方物流



Notes

1. logistics operations: 即 logistics activities, 物流活动。主要由采购、运输、储存、装卸搬运、仓储、包装、流通加工、配送、信息处理等构成。
2. be related to + n.: “与…有关”。如: Inventory is related to supply chain management of logistics. 库存与物流供应链管理有关。
3. Getting the right product to the right place in the right quantity at the right time, in the right condition, quality and at a right cost is ...: 将适当数量的适当产品在适当的时间和适当的地点, 以适当的条件、适当的质量和适当的成本交付给客户, 即Logistics' 7R。这里的 7R 指现代物流管理追求的 7 个目标。R 代表 right (恰当的, 合适的)。
4. 7S: 这里指的是 Logistics' 7S, 指通过加强物流系统管理可以实现的 7 个目标。因为 7 个目标的首个词汇都是 S 开头的, 所以用 7S 表示。
5. Supply Chain Management: 供应链管理。物流生产及流通过程中, 为了将产品或服务交付给最终用户, 由上游与下游企业共同建立的网链状组织称为供应链 (supply chain)。对供应链涉及的全部活动进行计划、组织、协调与控制的管理称为供应链管理。
6. Depending on the restaurant's location, McDonald's sources its ingredients from both local and global suppliers. 根据餐馆所处的位置, 麦当劳不仅从当地也从全球的供应商处寻找原材料。
7. in terms of: 介词短语, 意思是“从…方面 (来说)”。如: He is the best person for you to choose in terms of your logistics company. 从你们物流公司方面来说, 他是最合适的人选。
8. be eager to: “盼望, 渴望”。如: He is eager to be a logistics worker. 他渴望成为一名物流人员。
9. specialize in: 动词词组, 意思是“专攻, 擅长”。如: Our company specializes in modern logistics. 我们公司主营现代物流。
10. engage in: v. 动词词组, 意思是“从事, 参加…”。如: They engage in almost all of the logistic activities. 他们从事几乎所有的物流活动。
11. Basic rules for writing e-mail (电子邮件的基本写法): To write an e-mail, the following information should be included. The first part includes date (时间), receiver (收件人), sender (发件人) and subject (主题). The second part is body text (正文). The third part is closing (落款). The complimentary closes (客套语) are often used in a business letter such as **Sincerely yours, Yours sincerely, Yours truly, Yours faithfully**, etc.



Example:

Date: ... (时间)

To: ... (收件人)

From: ... (发件人)

Subj: ... (主题)

Dear Mr / Mrs ... (称呼)

... .. Body text (正文)

... ..

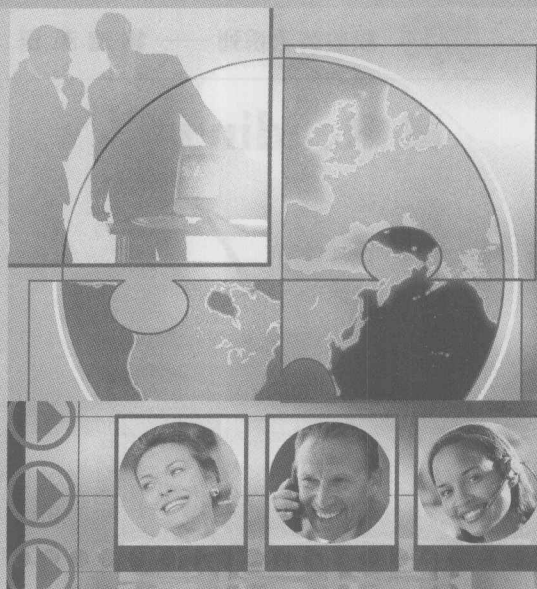
Yours faithfully, (信尾客套语, 第一个字母要大写, 客套语后用逗号。)

... .. (落款)

12. be of interest to: 短语, 意思是“对…感兴趣”。其中 to 是介词, 后面跟名词, 如: Logistics is of interest to me. = Logistics is interesting to me. 我对物流感兴趣。
13. look forward to: 动词短语, 意思是“盼望”。其中 to 是介词, 后面跟名词性的结构, 如名词、名词从句、动名词。如: We are all looking forward to our holiday. 我们都盼望着假期。I'm looking forward to cooperating with you. 我盼望能与你合作。

Unit 2

Customer Service



Objectives

1. Improving Communication skills: making contact, handling complaints.
2. Learning language skills: introducing, saying good-bye, saying sorry; telephoning.
3. Responding to customers' complaints: structure of a letter.

Warm-up

Look at the pictures related to customer service and talk about how important they are.

Contact us now.

Call center



Customer first!



Customer service representative

In business, people meet each other usually in such ways as shaking hands, exchange cards, bowing, etc.

