普通高等教育“十一五”国家级规划教材

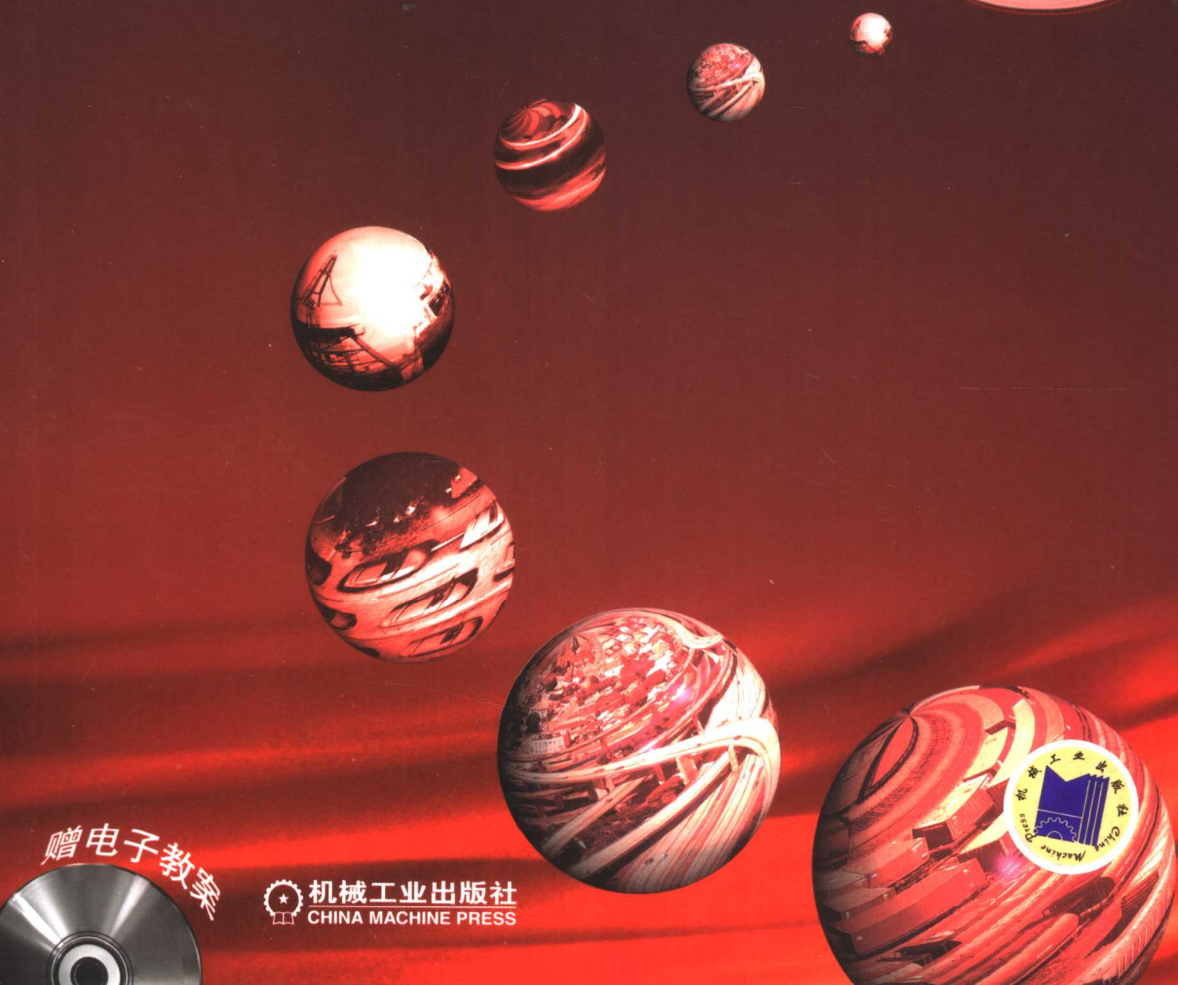
新世纪高职高专物流管理专业规划教材

机械工业出版社精品教材

物流专业英语

程世平　主编

第3版



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机械工业出版社

本书共分8个教学单元，每个单元均包括精读课文、单词与词组、注释和阅读材料。所选内容题材涉及物流概论、运输工程、包装及包装技术、储存及仓库、配送中心、集装及集装箱、物流信息与信息系统和物流书信及文书。

本书是新世纪高职高专物流管理专业规划教材之一，也可作为大专院校本专科工商企业管理和物流管理等专业师生的教材和参考用书，以及各类工商企业生产经营管理人员参考书。

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新世纪高职高专物流管理专业规划教材编审委员会

第3版序

由全国二十多所高职高专院校的物流管理专业的专家、学者和教师共同规划、共同编写的“新世纪高职高专物流管理专业规划教材”，于2003年2月由机械工业出版社出版发行第1版。这套教材是我国高职高专院校开办物流管理专业初始阶段，内容体系较为完整，实用性和操作性较强，适合高职高专物流管理专业人才培养定位和教学特点的第一套教材。为了适应我国物流行业业态变化快、管理模式和技术创新速度快的现实，我们在征求广大院校教师和读者意见和深入了解物流企业用人需要的基础上，于2004年6月完成了本套教材第1版的修订。

2006年，教育部下发了教高［2006］16号文《关于全面提高高等职业教育教学质量的若干意见》（简称“16号文”）。16号文对未来高等职业院校的工学结合人才培养模式改革、面向工作任务和内容的课程内容和教学方式改革、教材建设提出了新的要求。为了适应教育部16号文的高等职业教育改革精神的要求，以职业能力培养为目标，以国家物流师职业资格标准为参照，以物流运营管理相关工作岗位过程和内容为缆绳，以适合“教学做”一体化教学为宗旨，我们组织了对第2版教材的修订，陆续推出第3版系列教材（其中部分教材是第2版系列教材中新增加的书目）。

第3版教材具有如下特点：

（1）在内容上更能突出物流运营管理相关岗位的工作实际。

（2）在组织结构上更符合相关岗位群的业务流程。

（3）采用案例更具时代性和实用性。

（4）例题和作业更能如实反映企业实际。

（5）配套的多媒体课件更有助于提高教学效率和效果。

（6）行业企业教学资料库更加充实。

（7）本套教材均配有电子课件，凡用作教材的学校或教师可向出版社索取。电子邮箱：cmpgaozhi@sina.com，咨询电话：010-88379375。

本套教材既可作为高职高专院校物流类专业课程的教材，也可作为各类、各层次学历教育和短期培训的选用教材，也适合广大物流业界人员作为学习参考用书。

由于物流行业发展变化快，我国高等职业教育改革日益深入，再加上作

者水平的限制，书中难免有不尽如人意之处。恳请广大读者提出宝贵意见，以期保持这套教材的时代性和实用性，使其与物流管理高等职业教育的发展和谐共进。

新世纪高职高专物流管理专业规划教材编审委员会

第2版序

由全国二十多所高职高专院校的专家、学者共同规划、编写的“新世纪高职高专物流管理专业规划教材”（第1版），于2003年2月由机械工业出版社出版发行。这是我国高职高专开办物流管理专业以来，内容体系较为完整、实用性和操作性较强、适合高职高专物流管理专业培养目标和教学特点的第一套教材。该套教材自面世以来，深受广大师生和业界读者的欢迎。通过一年多的使用、实践，我们广泛收集了各院校和读者对本套教材的意见和建议，并深入调查和了解了物流企业的用人需要，深感有必要对第1版教材从结构到内容进行调整与修订，以使本套教材更能适应物流行业对人才实际要求的变化，更适合高职高专的培养目标和教学特点，更方便广大师生的使用。

第2版教材的特点是：

（1）为了适应不同行业、不同地区院校物流管理专业办学要求，在原来规划的第1版15本教材的基础上，增加了《货物学》、《物流电子商务》、《物流经济学》、《物流中心运作管理》、《物流采购管理》。

（2）教材各章增加了学习目的，并尽可能附本章小结，内容、结构更加适合学校教学的要求。

（3）克服以往有的内容理论分析过深或泛泛介绍等缺点，减少了理论分析和公式推导，突出实用性和操作性，更能适应高职高专培养目标和教学特点要求。

（4）每章后面的案例和复习思考题侧重运作管理方法与技术，突出专题性，突出实训，更有利于培养学生分析问题和解决实际问题的能力，体现高职高专的特点。

（5）章节内容和案例更能体现现代物流运作的技术和管理实际，更能反映当今物流行业新技术、新管理方法和工具的应用。

（6）为了方便广大教师的备课和教学，每本教材增加了助教多媒体课件，帮助教师组织教学过程，使教学更生动直观，提高教学效率。

本套教材既可作为高职高专院校物流类专业课程的教材，也可作为各类、各层次学历教育和短期培训的选用教材，也适合广大物流业界人员作为学习参考用书。

我们相信，“新世纪高职高专物流管理专业规划教材”（第2版）的面世，

必将对我国高职高专物流管理专业教育事业的发展和物流行业的进步，发挥积极的推动作用。

由于物流行业发展变化快，再加上编者水平的限制，书中难免有不足之处，恳请广大读者提出宝贵意见，以期保持这套教材的时代性和实用性，使其和高职高专的物流管理专业教育与时俱进。

新世纪高职高专物流管理专业
规划教材编审委员会

前言

为了适应高职高专院校物流管理专业英语教学的需要，面向21世纪，由机械工业出版社主持，根据高职高专院校学生培养目标和要求，参阅了大量国内外物流专业文献，编写了《物流专业英语》。目的是培养学生专业英语阅读能力及专业英语文献翻译的初步能力。

本书使用对象为已学完基础英语的物流管理专业高职高专学生，也可作为从事物流管理的专业人员进一步提高专业英语阅读能力的参考读物。

本书选材涉及物流概论、运输工程、包装及包装技术、仓储管理、配送中心、集装及集装箱、物流信息与信息系统和物流书信及文书。全书共分8个教学单元，每个单元包括精读课文、单词与词组、注释和阅读材料。

本教材配有电子教案，凡使用本书作为教材的教师或学校可向出版社索取。电子邮箱：cmpgaozhi@sina.com，咨询电话：010-88379375。

本书由安徽交通职业技术学院程世平任主编，浙江宁波高等专科学校陈金山、广州航海高等专科学校文妮佳为副主编，参加编写的有：浙江交通职业技术学院颜文华、南通航运职业技术学院杨燕。

在本书的编写过程中，各兄弟院校及有关单位给予了帮助和支持，在此谨表谢意。由于条件所限，加上编者水平有限，时间仓促，书中难免存在不尽如人意之处，诚请读者批评指正。

编　者

目录

Unit One Logistics

Part I The Definition of Logistics

1. The Introduction of Logistics

【Para.1】 "Logistics" is a term, which originates from both the army and French. According to the French, the Baron of Jomini, who of Swiss origin, who had served in Napoleon's army before joining the Russian's and who later founded the Military Academy of St. Petersburg, first used the term in the early 19th century. So in a military sense, the term "logistics" encompasses transport organization, army replenishments and material maintenance.

【Para.2】 In the business world, however, the concept of "logistics" was applied solely to "Material Replenishment Programs" (MRP) and was confined to the manufacturing sector at the beginning. Therefore the extension of the concept to involve company operations is a relatively new one and the earliest usage dates back to the 1950s in the USA.

【Para.3】 The introduction of containers and the development of information technology have brought about the development and improvement of logistics' activities. Whereas containerization has helped master the transportation process, information technology has enabled information to be acted upon in real time thus speeding up the flow of transportation and delivery.

【Para.4】 Logistics starts with the provision of raw materials and semi-finished goods for the manufacturing process, and finishes up with the physical distribution and after sales service of the products.

【Para.5】 Economically, this creates a new source of profit characterized by the development of mass distribution and attention to service quality. The two basic objectives in practicing business logistics, cost reduction and time saving, have enabled companies to profit not only in performance and quality but also in customer satisfaction.

【Para.6】 Operationally, companies realize that by regrouping the different aspects of logistics and instead of viewing them as separate processes, substantial

savings can be made within their business' outgoing expenditure.

2. What Is Logistics?

【Para.7】 There are various definitions of different editions. The term was defined as follow:

- 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, 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 material.

——(Webster's Dictionary)

- Logistics: 1.The branch of military operations that deals with the procurement, distribution, maintenance, and replacement of material and personnel. 2. The management of the details of an operation.

——(American Heritage 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)

- Logistics: The process of planning, implementing, and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of meeting customer requirements.

——(Reference: Canadian Association of Logistics Management)

● Logistics: The science of planning, organizing and managing activities that provides goods or services.

——(MDC, Log Link/Logistics World, 1997)

● Logistics: Logistics is the science of planning and implementing the acquisition and use of the resources necessary to sustain the operation of a system.

——(Reference: ECRC University of Scranton/Defense Logistics Agency)

【Para.8】 From these definitions logistics can be briefly described like this: "Logistics means having the right thing, at the right place, at the right time." At its heart, logistics deals with satisfying the customer. This implies that management must first understand what those requirements are before a logistics strategy can be developed and implemented to meet them. As will be discussed in more detail later, customer service is the most important output of an organization's logistics system. This focus on customer satisfaction will be emphasized through the text just as it should be in the firm.

【Para.9】 In a more practical sense, logistics refers to the systematic management of the various activities required to move benefits from their point of production to the customer. Often these benefits are in the form of a tangible product that must be manufactured and moved to the user; sometimes these benefits are intangible and are known as services. They must be produced and made available to the final consumer too. But logistics encompasses much more than just the transport of goods.

【Para.10】 The concept of benefits is a multifaceted one that goes beyond the product or service itself to include issues regarding timing, quantity, supporting services, location, and cost. So a basic definition of logistics is the continuous process of meeting customer needs by ensuring the availability of the right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants them, all for a price the buyer is willing to pay. These concepts apply equally well to for-profit industries and non-profit organizations, as the earlier discussion on military requirements illustrated.

【Para.11】 However, logistics can mean different things to different organizations. Some firms are more concerned with producing the benefits; that is, their management focus is on the flow of raw materials into the production process

rather than on delivering the final goods to the user. The sourcing and managing of raw materials and component parts is often referred to as materials management and is illustrated in Figure 1-1. For firms with very heavy flows into the production process, materials management and logistics may be synonymous. For example, Airbus Industries produces an A-340 airliner in France for Singapore Airlines (SIA). Once the aircraft is finished, SIA sends a crew to Toulouse and flies the plane away. The logistics effort is not complete at this point, however. Rather, for firms like Airbus, post-production emphasis is on after-sales service and support as opposed to product delivery.

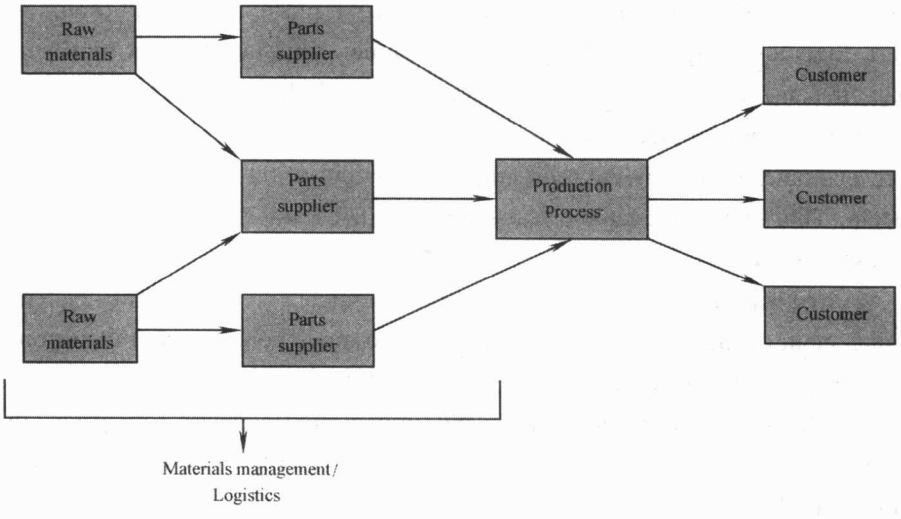

Figure 1-1 Logistics Defined As Material Management

【Para.12】 Alternatively, some companies experience greater management challenges once the product is finished. In other words, they are much more concerned with the flow of finished goods from the end of the production line to the customer. Depicted in Figure 1-2, logistics in this situation is sometimes referred to as physical distribution and is a perspective in many consumer goods manufacturing firms.

【Para.13】 Finally, some firms view logistics as embracing both materials management and physical distribution. These organizations look at logistics as a way to manage the entire process of customer satisfaction, from sourcing the necessary parts and material through production of the benefit to its delivery to the final user. Indeed, it is this approach that enables management to exploit the full

potential of the logistics process.

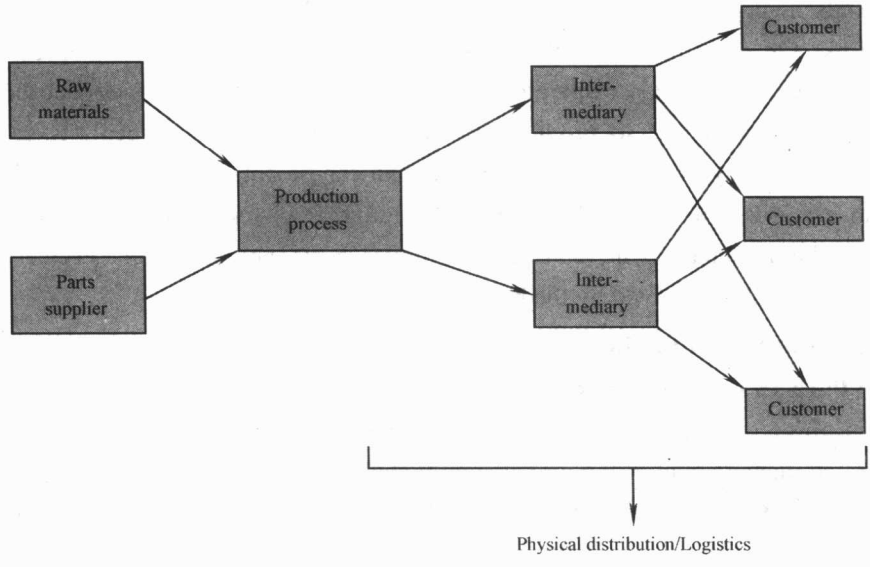

Figure 1-2 Logistics Defined As Physical Distribution

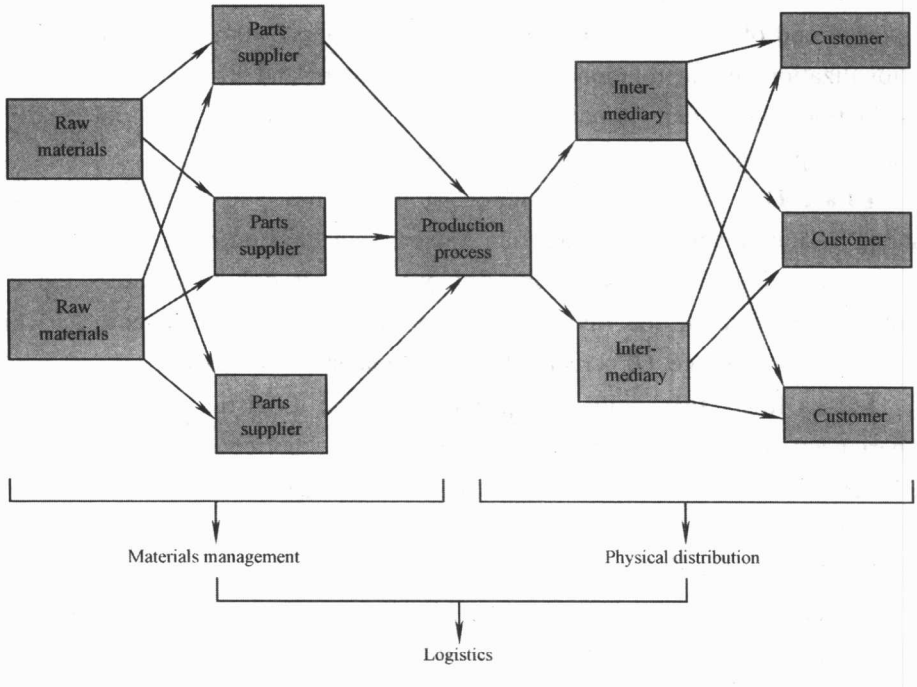

Figure 1-3 Comprehensive Definition of Logistics

【Para.14】 As shown in Figure 1-3, this broader view of logistics integrates materials management and physical distribution tasks into a single supply chain that links the customer with all aspects of the firm. Viewing internal operations this way keeps seemingly disparate and historically separated activities focused on the common objective: to produce and deliver some benefit or benefits to the customer in a way that offers greater value than can be obtained from a competitor. In other words, this comprehensive view of logistics, sometimes referred to as supply chain management, can lead to lower costs and/or better service that enhance the value received by the buyer.

3. Evolution of the Logistics Management Concept

【Para.15】 In conclusion, Logistics Management Concept has evolved over the last three decades from the narrowly defined distribution management to the integrated management of the global supply chains.

【Para.16】 **Physical distribution:** The first phase of the logistics management concept began during the 1960s to replace the fragmented management by physical distribution management. Physical distribution was intended to mean "the broad range of activities associated with efficient movement of finished products from the end of the production line to the consumers". Its main focus is on the rationalization of the relationship between the firm and its customers. Physical distribution thus includes functions like delivery, warehousing, material handling, protective packaging, and customer services.

【Para.17】 Physical distribution approach has gained wide acceptance among various manufacturers and distributors, but the limitation of the physical distribution approach soon became obvious since it did not address the cost containment issue of the raw material and working-process inventory (which account for, in average, 60 percent of the total material inventory).

【Para.18】 **Internally integrated logistics:** Logistics management has experienced the second transition in 1980s. The experience during 1960s and 1970s suggested that the physical distribution function should be integrated with pre-production activities such as material sourcing and work-in-process inventory to form a total material flow management.

【Para.19】 Material flow was thought to be a process that involved horizontal movement of inventory from the time the raw material was delivered until the time when an account receivable was recorded by the firm (a sale made