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21世纪全国高职高专物流类规划教材

物流英语

WULIU YINGYU

张晓云 主编



北京大学出版社
PEKING UNIVERSITY PRESS

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内 容 简 介

本书结合物流英语教学的实际需要,从英美发达国家的教材和物流专业期刊原文选取 24 篇较有代表性的物流专业课文,这些课文具有较强的实用性、新颖性和前瞻性,比较适合物流专业的师生使用。全书共有十二个教学单元和两个附录。课文内容包括:物流、包装、仓储和库存、配送中心、运输、第三方物流、逆向物流、国际物流、物流信息技术、物流单据、物流发展策略、物流案例,两个附录为物流单据样本和物流英语专业词汇。

本书可以作为物流、国际商务、国际货运及相关专业的本科学生和高职学生的教材和教学参考书。

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前 言

本书由山东高职院校的物流专业协会牵头，组织山东商业职业技术学院、山东英才职业技术学院、日照职业技术学院、山东协和职业技术学院、青岛港湾职业技术学院等院校的富有物流英语教学经验的教师，编写了这本物流英语。本书课文主要来自英美发达国家的教材和物流专业期刊原文，从语言上符合以英语为母语的交流和表达方式；从内容上力求章节编写符合物流专业的教学程序，专业知识方面上先易后难，同时兼顾较大的物流知识覆盖面。

本书的专业特点除了一般物流中比较传统的物流英语表述章节外，同时致力于引进国外前沿性的物流新概念、新技术、新设备的知识和表述，比如逆向物流、物流信息技术、物流设备、国际物流协会和物流案例等。这些内容在国内已经出版的物流英语教材中鲜有涉及过。学生在学习本书过程中，既可以很方便地学习物流知识的英语表述方法，又可以接受发达国家关于物流发展的新理念、新技术和新知识。

本书的语言特点采用简单的英语表述传达复杂的专业知识。每个单元安排 A、B 两个相关的课文，每个课文后附有单词、注释和练习，供学生复习课文的内容。为了方便教授，我们还编写了对应的参考答案和课文译文，供选用本书作为教材的院校和授课教师参考之用。

本书承蒙山东商业职业技术学院外教 Jeff Beyer 先生 (Bircham International University Delaware, USA) 对全书英文部分审稿，在此深表感谢。参编学校和教师有：山东英才职业技术学院李艳霞，青岛港湾职业学院于凤博，滨州职业学院王晶晶，山东商业职业技术学院王劲羽、刘晓鹏、苏莹、井颖，山东省农业干部管理学院孙璐。井颖老师从物流专业角度审核全书的译文，北大出版社的葛昊晗编辑和卢英华编辑对于本书的出版倾注很多的心血，在此一并致谢！

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Unit One Logistics



Part A What's Logistics?

The Definition of Logistics

The Council of Logistics Management defines logistics as follows:

Logistics—is that part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirements.

Note that this includes inbound, outbound, internal, and external movements, and return of materials for environmental purposes.

So logistics can be broadly defined as the time related positioning of resources, ensuring that materials, people, operational capacity, and information are in the right place at the right time in the right quantity and at the right quality and cost.

Role of Logistics

Today, the world is a single integrated market place in which supply chain efficiency has become a competitive necessity. Manufacturers and retailers have sought cost saving and service improvements to enhance their competitiveness by supplying larger markets with fewer production and distribution centers.

Logistics is all about companies/suppliers becoming competitive in the market place. Under the relentless pressure to compete, companies globally are striving to increase the quality of all of their goods or services and at the same time to reduce their costs. Professional logistics management can help with both of these objectives.

Logistics can play a key role to improve quality, e.g. to reduce the lead times from manufacturer to consumer or by making the goods more freely available in more outlets. First class customer service is regarded by many companies as the most important source of competitive advantage. Strategic planning is an area which sustains every successful logistics operation and yields significant cost savings. Overall, this may be through more cost-efficient management of the supply chain, or through outsourcing of services, which in turn enable the

company to free up internal service enabling the company to concentrate on its core business.

What Can Logistics do for Your Company?

Logistics includes all the processes required to go from raw materials to end customer delivery, including purchasing, inventory management, warehousing, shipping, and even customer returns. Any business which involves a physical product requires logistics of one sort or another to carry on their business. Whether it's operating a small warehouse or stockroom to store, pick and pack your customer orders, or arranging delivery of your products to customers, even the smallest businesses require logistics. All product-oriented businesses have logistics as a cost of doing business. Some may think it only applies to large businesses, but companies of any size can benefit from logistics improvements. The good news is that any improvement in logistics you make results in savings in your cost of doing business. Best of all, these savings drop right to your bottom line as profits. Some examples of how logistics helping your company include:

- a. Cost savings
- b. Reduced inventory
- c. Improved efficiency
- d. Improved delivery time, which improves customer satisfaction and also can be a competitive advantage if your competitors can't deliver as quickly.

Future of logistics

The logistics industry continues to move at an accelerated rate globally. Initially it started with freight companies/freight forwarders who provided collection, distribution, customs, packaging, and delivery services. The next generation was the logistics company who responded to customer needs and developed a new level of technological sophistication to the management of supply chains. Today, the industry has entered its current phase, which is a closer integration with its customers. The process is driven by three fundamental trends. Firstly, delivery lead times have become shorter in response to higher standards of customer service. Secondly, global competition has exerted an inexorable downward pressure on cost leading to more outsourcing. Lastly, technological advances have resulted in logistics specialists being able to offer services to companies which simply cannot be provided "in house".

The philosopher Edmund Burke once said "You can never plan the future by the past." Nowhere is this truer than in the world of logistics where entirely new structures are emerging. New types of partnerships are being forged between logistics providers and their customers spurred on by the new techniques in handling and transporting goods. Innovation and change will remain pivotal to increasing the efficiency of individual companies. This will be driven and

facilitated by logistics in a global competitive environment.



New Words and Expressions

core business	<i>n.</i>	核心业务
definition [ˌdefɪˈniʃən]	<i>n.</i>	定义
delivery [dɪˈlɪvəri]	<i>n.</i>	递送, 交付, 交货
distribution center		配送中心
effective [ɪˈfektɪv]	<i>adj.</i>	有效的
efficient [ɪˈfɪʃənt]	<i>adj.</i>	有效率的, 生效的
end customer		最终客户
external [eksˈtɜːnl]	<i>adj.</i>	外部的, 外面的
freight forwarder		货代, 货物运送者
implement [ˈɪmplɪmənt]	<i>v.</i>	实现, 完成, 履行(契约), 落实(政策)
inbound [ˈɪnbaʊnd]	<i>adj.</i>	(船舶)开向本国的; 归航的; 入境的, 入站的
integrate [ˈɪntɪɡreɪt]	<i>v.</i>	使一体化, 使成整体
internal [ɪnˈtɜːnl]	<i>adj.</i>	内在的, 国内的
inventory management		库存管理
logistics [ləˈdʒɪstɪks]	<i>n.</i>	物流, 后勤学, 后勤
objective [əbˈdʒektɪv]	<i>n.</i>	目标, 目的
	<i>adj.</i>	客观的
outbound [ˈaʊtbaʊnt]	<i>adj.</i>	开往外国[外地]的, 离港的, 外出的; 输出的
outlet [ˈaʊtlɪt]	<i>n.</i>	出口, 出路, 批发商店
outsourcing [ˈaʊtsɔːsɪŋ]	<i>n.</i>	外部采办, 外购, 业务外包
packaging [ˈpækɪdʒɪŋ]	<i>n.</i>	包装
Point of consumption		消费地
Point of origin		原产地, 始发点
professional [prəˈfeʃənl]	<i>adj.</i>	专业的, 职业的
	<i>n.</i>	专业人员
purchasing [ˈpɜːtʃəsɪŋ]	<i>n.</i>	采购
raw material		原材料
retailer [riːˈteɪlə]	<i>n.</i>	零售商
storage [ˈstɔːrɪdʒ]	<i>n.</i>	贮藏, 存储
strategic [strəˈtiːdʒɪk]	<i>adj.</i>	战略的, 策略的

supply chain		供应链
warehousing	['weəhauziŋ]	n. 仓储



Notes

1. The Council of Logistics Management (CLM) (美国) 物流管理协会

A nonprofit professional business organization to enhance the development of the logistics profession through educational opportunities and relevant information, including programs, services, and activities. CLM is now the Council of Supply Chain Management Professionals (CSCMP)

一个非营利的、专业的企业组织，旨在通过提供教育机会和相关的信息，包括规划、服务和活动来促进物流行业的发展。物流管理协会改名为供应链管理专业协会。

2. Logistics—is that part of the supply chain process that plans, implements and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirements.

物流一是供应链流程的一部分，计划、实施并控制货物、服务和相关信息从生产端到消费端之间高效率、高产出的流通和储存，以满足顾客的要求。

3. First class customer service is regarded by many companies as the most important source of competitive advantage.

许多公司认为一流的客户服务是竞争优势最重要的源泉。

4. Logistics includes all the processes required to go from raw materials to end customer delivery, including purchasing, inventory management, warehousing, shipping and even customer returns.

物流包括从原材料到终端客户交付所需的所有流程，包括采购、库存管理、仓储、运输甚至顾客退货处理。

5. Some may think it only applies to large businesses, but companies of any size can benefit from logistics improvements.

一些人也许认为物流只适用于大企业，但是任何规模的公司都可以从物流改善中获益。

6. You can never plan the future by the past.

永远也不能依照过去来计划将来。



Part B Activities Included in Logistics Management

Logistics management involves many different activities, some of which are described briefly below:

Customer service. In a broad sense, customer service is the output of the entire logistics effort, that is, customer service and some resulting level of satisfaction are what the logistics system ultimately provides for the buyer. It acts as the binding and unifying force for all of the logistics management activities. Customer satisfaction—an integral part of customer service will be met if a firm's overall marketing effort is successful. Each element of a firm's logistics system can affect whether a customer receives the correct product at the appropriate place in the proper condition for the right cost at the right time. Thus customer service involves successful implementation of the integrated logistics concept in order to provide the necessary level of customer satisfaction at the lowest possible total cost.

Transportation. It refers to the physical movement of goods from a point of origin to a point of consumption and can involve raw materials being brought into the production process and/or finished goods being shipped out to the customer. Logistics involves the movement of products (raw materials, parts, supplies, finished goods) from point-of-origin to point-of-consumption. A product produced at one point has very little value to the prospective customer unless it is moved to the point where it will be consumed. Transportation achieves this movement. Transportation has assumed a greater role in many logistics systems. The significance of this in terms of the allocation of economic resources is indicated by the fact that probably at least one third of our national wealth is directly devoted to transportation. So important is it that without it organized human activity would be impossible.

Inventory management. It deals with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them (i.e. the cost of the lost sales). This task has become more complex as firms have gradually lowered inventory levels. The challenge in this situation is to manage the rest of the logistics system to accommodate the lack of inventory so that customer service does not suffer. So managers must decide whether they need additional products in a given market and, if so, how many of which items. Successful inventory management involves determining the level of inventory necessary to achieve the desired level of customer service while considering the cost of performing other logistics activities.

Warehousing and storage. Products must be stored at the plant or in the field for later sale and consumption unless consumers need them the instant they are produced. Generally, the greater the time lags between production and consumption, the larger the level of inventory required. Warehousing and storage are activities that manage the space needed to hold or maintain inventories. Specific storage activities include: decisions as to whether the storage facility should be owned, leased, or rented, warehouse layout and design, product mix

considerations, safety and maintenance, security systems, personal training, and productivity measurement.

Packaging. Packaging performs two basic functions—marketing and logistics. In a marketing sense the package acts as a form of promotion or advertising. Its size, weight, color, and printed information attract customers and convey knowledge about the product. From a logistics perspective, packaging serves a dual role. First, the package protects the product from damage while it is being stored or transported. Second, packaging can make it easier to store and move products by reducing handling and thereby material handling costs. Too much packaging increases costs while inadequate protection can result in merchandise damage, and ultimately customer dissatisfaction.

Information processing. It is what links all areas of the logistics system together. The growth of reasonably priced computers and software has put sophisticated management information systems within the reach of even the smallest organization. Communication is the vital link between the entire logistics process and the firm's customers. Accurate and timely communication is the cornerstone of successful logistics management.

Demand forecasting. It involves determining the amount of product and accompanying service that customers will require at some point in the future. The need to know precisely how much product will be demanded is important to all facets of the firm's operations—marketing, manufacturing, and logistics.

Purchasing. It deals with the buying of goods and services that keep the organization functioning. Since these inputs can have a direct impact on both the cost and quality of the final product or service offered to the consumer, this activity is vital to the overall success of the logistics effort.

Other activities. It may include facility location, after-sale parts and service support, return goods handling, and recycling operations.



New Words and Expressions

accommodate [ə'kɒmədeɪt]	<i>n.</i>	供应, 供给, 使适应, 调节
achieve [ə'tʃi:v]	<i>v.</i>	完成, 达到
allocation [ˌæləu'keɪʃən]	<i>n.</i>	分配, 配给
balance ['bæləns]	<i>n.</i>	天平, 平衡, 差额
	<i>v.</i>	平衡, 权衡, 均衡
communication [kə,mju:'ni:keɪʃn]	<i>n.</i>	传达, 信息, 交通, 通讯

cornerstone ['kɔ:nəstəun]	<i>n.</i>	基石, 基础
customer service		客户服务
demand forecasting		需求预测
determine [di'tə:min]	<i>v.</i>	决定, 确定
facility [fə'siliti]	<i>n.</i>	设备, 工具, (提供方便, 服务等)的设施
finished goods		产成品
information processing		信息处理
inventory level		库存水平
involve [in'vɒlv]	<i>v.</i>	包括, 包含
layout ['lei,aut]	<i>n.</i>	规划, 设计, 布局, 安排
lease [li:s]	<i>v.</i>	出租, 租出
location [ləu'keiʃən]	<i>n.</i>	位置, 场所, 地点
logistics activity		物流活动
logistics management		物流管理
maintenance ['meintinəns]	<i>n.</i>	维持; 维修; 保养
manufacturing [ˌmænjʊ'fæktʃəriŋ]	<i>n.</i>	制造, 制造业
marketing ['mɑ:kitiŋ]	<i>n.</i>	市场学, 销售学
output ['aʊtput]	<i>n.</i>	产量, 输出
perform [pə'fɔ:m]	<i>v.</i>	履行, 执行
promotion [prə'məʊʃən]	<i>n.</i>	促进, 宣传, 推销
prospective [prəs'pektiv]	<i>adj.</i>	预期的, 未来的
recycle ['ri'saɪkl]	<i>v.</i>	使再循环, 反复应用
return goods handling		退货处理
satisfaction [ˌsætɪs'fækʃən]	<i>n.</i>	满意, 满足
transportation [ˌtræns'pɔ:'teɪʃən]	<i>n.</i>	运输



Notes

- In a broad sense, customer service is the output of the entire logistics effort, that is, customer service and some resulting level of satisfaction are what the logistics system ultimately provides for the buyer.
从广义上看, 客户服务是整个物流的产出物, 也就是说, 客户服务及其满意度是物流系统最终为消费者提供的。
- It deals with balancing the cost of maintaining additional products on hand against the

risk of not having those items when the customer wants them (i.e. the cost of the lost sales).

库存管理平衡库存成本和缺货成本，即当客户需要货物时却没有存货的损失。

3. Generally, the greater the time lags between production and consumption, the larger the level of inventory required.

通常生产与消费之间时间间隔越长，所需库存数量越多。

4. Specific storage activities include: decisions as to whether the storage facility should be owned, leased, or rented, warehouse layout and design, product mix considerations, safety and maintenance, security systems, personal training, and productivity measurement.

具体的仓储活动包括：对存储设施是自己拥有，还是租借作出决定；仓库布局与设计问题；产品如何组合；安全与维修问题；保障系统问题；雇员培训问题及如何提高生产力等问题。

5. The growth of reasonably priced computers and software has put sophisticated management information systems within the reach of even the smallest organization.

价格合理的计算机和软件的发展，使得最小的公司也可以获得尖端的管理信息系统。

6. It involves determining the amount of product and accompanying service that customers will require at some point in the future.

需求预测指的是预计在将来某一时刻客户所需产品数量及所需相关服务。



Exercises

I. Fill in the blanks with the words given below. Change the form where necessary.

warehouse	logistics	inventory	distribute	strategic
storage	purchase	location	production	efficient

- Do you hear that _____ has become a hot career?
It sounds too good to be true.
- Managers must establish and implement inventory policies on the basis of _____ considerations.
- The aim of _____ management is to minimize the amount of material in stock.
- The _____ expenses will be for your account if you place an order of 100,000 tons of roll steel at a time. My workshop uses ten tons a month.
- The supermarket group has to _____ 400 TEU of cargo from China.
- The sites of _____ are determined by customer and manufacturing locations and product requirements.

7. The chapter describes reactive methods, which respond to product demand at individual _____.
8. It is through the logistical process that _____ are distributed through marketing channels to consumers.
9. Logistics was formerly called physical _____.
10. To make _____ and effective use of the warehouse space, you should decide how large your orders must be.

II. Translation

1. Logistics is complex. In China alone, the market structure involves more than 20 million retailing networks and more than 2 million wholesalers' networks.
2. The overall goal of logistics is to achieve a targeted level of customer service at the lowest possible total cost.
3. One expert holds the view that logistics is an iceberg, only the top of which is seen. What is unseen is much bigger.
4. Performance is the ability to achieve a predetermined speed, consistency (一致性) and flexibility in delivery.
5. The inventory control activity is critical because of the financial necessity of maintaining a sufficient supply of product to meet both customers' needs and manufacturing requirements. Maintaining raw materials, parts, and finished goods inventory consumes both space and capital. Money tied up in inventory is not available for use elsewhere. It is sufficient to note that inventory carrying costs can range from 14 to over 50 percent, depending on the product. Successful inventory control involves determining the level of inventory necessary to achieve the desired level of customer service while determining the cost of performing other logistics activities.

III. Reading comprehension

Jim is president of a medium-sized firm that makes mini-motor homes in Michigan. The firm has expanded from a local Midwest market to a national one. As markets have expanded, so too have sources of supply for the company, with major suppliers located in Southern California, the Pacific Northwest, and Michigan. He decided to found the company here because the largest single component of the mini—the truck or van chassis upon which the rest of the vehicle is built—is purchased from one of the US light truck makers in Michigan:

Like others in the field, Jim's company actually makes very few of its components.

Virtually the entire product is assembled from components purchased from outside vendors. There is, however, a well-defined order in which the components can be installed in the vehicle most efficiently. Recently, it has become clear to Jim that transportation and inventory costs are a relatively large portion of his component parts expenses. He had been hearing about "just-in-time" systems. According to some notes he had taken at a professional meeting, the JIT production system was developed by the Toyota Motor Company over 45 years ago. It involves an approach to inventory that, in turn, forces a complementary approach to production, quality control, supplier relations, and distributor relationships.

1. Where does Jim's company sell their products?
 - A. Michigan
 - B. All the country
 - C. Midwest
 - D. The world over
2. Where are most of his suppliers now situated?
 - A. Southern California
 - B. Midwest
 - C. Pacific Northwest
 - D. A, B and C
3. Who provides Jim's company with the majority of the components?
 - A. Jim's company
 - B. A light truck maker in Michigan
 - C. A Michigan firm
 - D. Different merchants
4. He had been hearing about "just-in-time" system. This sentence has an implication that _____.
 - A. people had been talking about JIT service all the time
 - B. he is sick of hearing about it
 - C. once in the past he heard about it
 - D. he was the only person who had heard about it
5. JIT service involves a change in the attitude towards _____.
 - A. a complementary approach to production
 - B. the production of cars
 - C. distributors
 - D. inventory

Unit Two Packaging



Part A Types of Packaging

Many goods have little or no form of packing and are carried loose. These include iron and steel plates, iron rods, railway rolling stock, and steel rails. Such cargoes are generally weight cargoes with a low stowage factor. Heavy vehicles, locomotives, and buses are also carried loose, because of the impracticality and high cost of packing.

Baling is a form of packing consisting of a canvas cover often cross-looped by metal or rope binding. It is most suitable for paper, wool, hay, peat, cotton, carpets, and rope. Basically, it is a cheap and effective form of packing which aids handling. It affords limited protection to cargo.

Bags made of jute, cotton, plastic, or paper are a cheap form of container and are ideal for a wide variety of products including cement, fertilizer, flour, oil cakes, animal feeding products, chemicals and many consumer products. Their prime disadvantage is that they are subject to damage by water, sweat, leakages or, in the case of paper bags, breakage. The bags can be stacked on pallets to facilitate handling.

Barrels, hogsheads, and drums are used for the conveyance of liquid or greasy cargoes. The main problems associated with this type of packing are the likelihood of leakage if the unit is not properly sealed, and the possibility of the drums becoming rusty during transit. Acids can also be carried in plastic drums and bottles. Such a form of packing, particularly drums, can have a resale value in certain countries overseas, while others are used indefinitely in numerous transits, particularly hogsheads.

Boxes, cases, and metal-lined cases are also used extensively particularly in break-bulk and LCL cargoes. It is an expensive form of packing, but it has some resale value in certain countries overseas. Overall, this type of packing gives complete protection and lessens the risk of pilferage plus it is an aid to handling.

Basically, this form of packing is wooden in construction and varies in size and capacity. Moreover, it may be strengthened by the provision of battens and metal binding. Many of them, such as tea chests, are lined to create airtight packing which helps to overcome the difficulties that arise when passing through zones of variable temperature. This form of packing is