



21 世纪物流实务丛书

专业物流英语

Logistics English for Professionals

主编 孙海涛 葛朝霞 谢莉

物流



立信会计出版社

LIXIN ACCOUNTING PUBLISHING HOUSE

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图书在版编目(CIP)数据

专业物流英语/孙海涛,葛朝霞,谢莉主编. —上海:
立信会计出版社,2008.1

(21世纪物流实务丛书)

ISBN 978-7-5429-1965-6

I. 专… II. ①孙… ②葛… ③谢… III. 物流-英
语-教材 IV. H31

中国版本图书馆 CIP 数据核字(2008)第 011060 号

责任编辑 方士华

封面设计 周崇文

专业物流英语

出版发行	立信会计出版社	
地 址	上海市中山西路 2230 号	邮政编码 200235
电 话	(021)64411389	传 真 (021)64411325
网 址	www.lixinaph.com	E-mail lxaph@sh163.net
网上书店	www.lixinbook.com	Tel: (021)64411071
经 销	各地新华书店	

印 刷	立信会计常熟市印刷联营厂
开 本	890 毫米×1240 毫米 1/32
印 张	10.25
字 数	281 千字
版 次	2008 年 1 月第 1 版
印 次	2008 年 1 月第 1 次
印 数	1—3 000
书 号	ISBN 978-7-5429-1965-6/H·0043
定 价	18.00 元

如有印订差错 请与本社联系调换

前 言

物流作为实践性极强的学科,怎样使物流管理专业英语教学变得既体现专业知识,又富有趣味性,一直是专业英语教师很关心的事情。与市面上已出版的物流英语相比,本书有以下几个特点:

- 选材不同于一般的物流及供应链管理的理论文章,大多取材于在物流领域从业多年的物流经理的文章,特别是物流经理的日记一单元,可见其具体管理、操作之真经。
- 每一单元后均配有学习与实践方面的练习题,非常适合学生在学完每个单元后做练习之用,也利于教师检查学生们的掌握情况。学期中和学期末的考试题也可从中抽取或变通部分习题使用。
- 附录部分中提供的实训资料,实际给读者提供了一个实际操作的思路,譬如美国的三方物流的决策支持系统的操作等。
- 书后的附录部分有考试的样卷及答案,可供师生参考。
- 附录部分中的互联网博客所提供的资料(大部分来自英文的物流博客网站),更是透着现代物流管理中信息技术的气息,它能让读者有在网络上一试身手的冲动,或提问或答疑,去捕捉物流运作中最新的东西。

每单元均有两篇难度、长度适中的精读课文,并附词组和单词、句子注释。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。本书可作为高等院校相关专业的教学用书,也可作为物流实际工作者的阅读参考书。

在本书的编写过程中,作者参阅了国外许多物流、供应链管理、电子商务等方面的著作和教材,并借用了部分资料,在此特作说明,并向有关作者表示谢意。本书由孙海涛(上海工商外国语学院,负责第一、二、三、四、五单元编写及统筹)、葛朝霞(上海电机学院,负责第六、七、八单元及词汇的编写)、谢莉(上海电机学院,负责第九、十、十一单元及附录1~7的编写)主持编写,参加编写的还有潘艳、王献计(上海工商外国语学院),彭睿睿(上海电机学院)等老师。当然,该书的出版更离不开立信会计出版社的方士华等编辑的艰辛劳动,在此深表谢意。

限于作者的水平,书中定有不当之处,敬请广大读者批评指正,以便进一步修改完善。

孙海涛

2008年1月

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Unit 1

All about Logistics and the Supply Chain



Preread Questions

You have learned some courses in logistics and supply chain management. Before you start to learn this unit, what logistics things can speak in English, i. e. logistics basic definitions, principles, or some cases you are familiar with?



Preview of the Text

Skimming: skim the text A quickly and find information for the following questions.

1. What does the author do?
2. Read the first paragraph, looking for the main idea of the article.

Questioning: Answer the following questions and discuss your answers in class.

1. Comparing the previous opinions about logistics and supply chain in your mind, talk about your new understanding of them.
2. Searching the website of CSCMP, find the latest news of logistics and supply chain.

Text A

What are Logistics and the Supply Chain?

What do we mean by logistics?

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

This definition, from the US Council of Supply Chain Management Professionals (shortened as CSCMP), contains three important elements:

- Logistics coordinates materials from source to consumption;
- Logistics seeks to minimize cost;
- Logistics has to deliver acceptable if not superior customer service.

Similarly, logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements (2006 Council of Supply Chain Management Professionals).

A supply chain is not really a chain but a complex network that links together raw material suppliers, manufacturers, retailers and increas-

ingly the end consumer. Every company is part of another company's supply chain and in general all companies have multiple supply chains. In the case of a computer it will involve the chip manufacturers, keyboard, cable and packaging suppliers and the printers who produce the user manuals. It does not stop there — there is the retailer or Internet sales company, the transport company that delivers it to your home or local shop, and many more. Logistics managers and directors, often referred to as logisticians, are responsible for managing the supply chain. They are in charge of coordinating all the actions that ensure that the customer's needs are satisfied. This link between supply chains and logistics management means that the term logistics manager and supply-chain manager are often interchanged.

Whichever term is used, the management of supply chains is now recognised as one of the most important factors in making companies efficient and competitive in today's global economy.

The five rights

The logistics manager is responsible for the total operation. Working for him/her will be a team of logisticians with different responsibilities and specialist skills, for example, information specialists, warehouse and transport managers, inventory planners, mechanical handling engineers, training and human resource managers and others, depending on the size and complexity of the operation. Through the interrelationship of these functions, it is the responsibility of the logisticians to make sure that:

- the right goods are available

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- in the right place
- at the right time
- in the right quantity and quality
- at the right price.

Wherever in the world a company purchases its goods and wherever its key customers are located, logisticians operate on the principle of the five rights. The goods have to arrive in the factory or shop at exactly the time they are required. If a product is delivered late or in the wrong quantity a customer could be lost to a competitor. The academic interpretation of the five rights is “the time-related positioning of resources” where resources can be people, information, inventory (i. e. raw materials or products), manufacturing capacity, warehouse facilities, transport or anything else required to make a supply chain work.

External Influences

Logisticians have to be aware of external influences that will impact the management of supply chains. These can include:

- International events (for example natural disasters, war, inter-government disputes etc.)
- National and EU legislation
- Financial pressures, for example, market competition, stock market demands
- Environmental pressures, for example, reduce road congestion
- Seasonal peaks and troughs, for example, Christmas and summer
- New technology and new ways of working

It is the responsibility of the logisticians to develop a strategy that provides the best solution for the company, its suppliers and customers while incorporating responses to external pressures. In some instances, such as Christmas or the introduction of new legislation, the planning process can start well in advance of the due date to ensure that the system changes and necessary resources are in place and staff training has been completed. In other situations the logistician is faced with a disaster management scenario, for example an international “incident” cutting off a source of supply or customers, can require an immediate reconfiguring of supply chains to reduce the impact on the organisation.

Humanitarian Relief

Supply chains and logistics skills are not the sole province of the commercial world. The acquisition and movement of food, medical and infrastructure supplies into areas affected by war or natural disaster, for example Iraq, Afghanistan, etc. cannot be achieved without the management and planning which are part of every logistician’s skills portfolio.

Information Technology and the Internet

Like all complex business operations, logistics relies heavily on information technology. IT has broken down the functional barriers to information that existed in organisations, enabling the logisticians to manage the flow of materials across internal functions and to exchange real-time data, demand forecasts and sales data with customers and suppliers. From the moment a customer places an order to its delivery, it can be tracked from the supplier’s supplier, through manufactur-

ing into the warehouse management system and on to delivery. A combination of communication technologies, such as bar codes, transponders, satellite communications and the Internet, enable managers and customers to access real-time information, the Internet has changed the way companies do business — it has accelerated the process of globalisation and requires companies to develop logistics strategies to fulfill customers' orders wherever they are and places greater emphasis on customer service performance.

Outsourcing

If logistics is seen as such an integral part of company activity, it may raise the question of how can it be “outsourced”. The answer is of course that there are many functions within the supply chain, which can be done either in-house or by an outside contractor Transport, warehousing, order receipt, packaging, information technology and even sub-assembly can all be outsourced. However, the logistics strategy of the company cannot be outsourced. It is a fundamental part of corporate management and should remain a matter of prime concern to senior management.

Future Opportunities

The “supply-chain logistics” approach to management is now accepted and used by many of the world's leading companies.

As a result, there is a very strong demand for well-trained logisticians to design, manage and improve supply chains. Logisticians, whether working in retailing, manufacture, the logistics service companies or the specialist consultancies and universities, have to respond to con-

stantly changing business demands and react to external factors imposed by national or international governments. Logistics management cannot operate in isolation — it is an ever changing dynamic environment.

(Source: Logistics & Transport Management 2003/2004.)

Glossary

1. implement *v.* to put into practical effect; carry out 使生效; 执行
2. control *v.* authority or ability to manage or direct 支配权; 管理或指挥的权力或者能力
3. cost-effective *a.* economical in terms of the goods or services received for the money spent 划算的; 由所花费的金钱得到的商品或服务上有利的; 有成本效益的
4. conform *v.* to act or be in accord or agreement; comply 适合行为或状态和谐一致; 遵从
5. multiple; *a.* consisting of more than one individual, element, part, or other component; manifold 多样的; 多重的
6. coordinate *v.* organize an activity so that the people involved in it work well together and achieve a good result 协调; 配合
7. interchange *v.* to switch each of (two things) into the place of the other 互换
8. specialist *n.* one who is devoted to a particular occupation or branch of study or research 专家
9. capacity *n.* the maximum or optimum amount that can be produced 最大生产量; 能生产的最大量或最大限度
10. influences *n.* a power affecting a person, thing, or course of events, especially one that operates without any direct or apparent effort 影响; 感化力; 一种影响人和事或导致事件发生的力量, 尤指不带直接和明显有意因素的客观力
11. impact *n.* the effect or impression of one thing on another 影响; 一个事物对另一个事物的影响或印象

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12. legislation *n.* the act or process of legislating; lawmaking 立法;制定法律;制定法律的行动或过程
13. solution *n.* the method or process of solving a problem 解决办法或过程;解决一个问题的方法或过程
14. reconfigure *v.* 重新装配;改装
15. relief *n.* public assistance 救济;公共的援助
16. break down *n.* to cause to collapse; destroy 瓦解;崩溃
17. combination *n.* the act of combining or the state of being combined 联合;合并
联合的行为或被联合的状态
18. performance *n.* something performed; an accomplishment 绩效;完成的事;成就
19. outsource *n.* 外包
20. province *n.* the range of one's proper duties and functions; scope or jurisdiction
职责;一个人正确的职责和作用范围;管辖范围

Notes

The author is freelance researcher and writer. Previously she was Assistant Director in the Polices Department at The Institute of Logistics and Transport. Prior to joining the Institute she worked for the National Materials Handling Center and the Institute of Materials Management.

Study & Practice

I. Questions for Discussion

1. Talk about your understanding about supply chains.
2. What is the standard of logistics service?
3. What external factors can impact on the management of supply chains?
4. Think about the influence of information on logistics management.
What benefits does Internet bring to companies in doing business?

II. Vocabulary

Find in Column A the words or expressions which fit the descriptions in Column B.

A	B
1. break down	overcrowd
2. relief	lawmaking
3. impact	amenities
4. legislation	solitude
5. solution	destroy
6. congestion	public assistance
7. facilities	answer
8. coordinate	make well work together
9. multiple	manifold
10. isolation	influence

III. Cloze

Read the article below and choose the best word to fill each gap from A, B, C and D.

Logistics comes from the French “logistique,” which is (1) from “loger” meaning quarters (as in quartering troops). It is related to the word “lodge” (which is a much older word in English, but from the same Latin root). It entered English in the 19th century.

(2) , the word logistics is unrelated to the mathematical “logistic” which derives from the Greek “logistikos,” and first appeared in English in the 17th century. Logistics as a discipline began within the (3) . In fact, the word logistics comes from loger, the ancient

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French term for a soldier's barracks building or quarters.

Logistics became a topic for discussion in the Business World in the 1960's and 1970's and rose (4) prominence in the 1980's. It was truly in the 1990's; however, that Logistics began to garner the appreciation it deserved. In the twenty-first century and beyond, the creation of a sleek, flexible and effective supply and value chains will (5) define the success or failure of organizations and perhaps even entire business types.

Manufacturers, Retailers, Distributors and Internet Commerce firms will all battle to maintain position and valid business models as the lines begin to blur and disintermediation occurs. This will conclude with a re-integration process as the successful new models emerge, as only the fittest and most adaptable will overcome this period of truly revolutionary change in the business world.

Military Logistics is a field in its own right, and many of the technologies and Logistics Systems we now take for granted would never have become commercially available had the military not funded their initial development. This trend continues with new initiatives still coming forward such as Total Asset Visibility (TAV). However, the Logistician may be as underappreciated a human asset in the military world as some are in the business world today.

(1) A. derived

B. acquired

C. borrowed

D. secured

(2) A. Thankfully

B. Interestingly

- | | |
|---------------------|-------------------|
| C. Especially | D. Monthly |
| (3) A. industry | B. agriculture |
| C. military | D. business |
| (4) A. at | B. in |
| C. of | D. to |
| (5) A. no more than | B. no less than |
| C. no other than | D. no better than |

IV. Translate the Following English into Chinese

1. Logistics is a management process that is at the heart of all organizations. It is not as familiar as production, marketing or finance but for a well-run company, logistics is a key function, which enables it to get its products to market. Logistics links all the processes involved, from obtaining the raw materials through to delivering the finished goods to the customer.
2. A supply chain is not really a chain but a complex network that links together raw material suppliers, manufacturers, retailers and increasingly the end consumer.
3. It is a common myth that within the retail sector logistics is simply “lorries and sheds”, with the emphasis on physical distribution of the product. Although both transport and warehousing are critical to the success of any retailer, there is much more to logistics than that. Distribution is the physical movement of the product, whereas logistics is managing the flow of information within the supply chain. Logistics is nowadays recognised as such a key function to a retail business that it is generally represented at management board level alongside finance, marketing and trading.