

新世纪高职高专物流管理专业规划教材

物流专业英语

程世平 主编



 机械工业出版社
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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,也可作为各类工商企业生产经营管理人员参考书。

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序

随着我国经济体制改革的深入、经济全球化和我国日益融入 WTO 体系，物流业作为现代服务经济的重要支柱和组成部分，必将在我国得到空前发展，并成为我国国民经济新的重要产业和新的经济增长点。现代物流是基于“顾客满意”服务理念，内容涉及多技术、多学科的综合领域，也是一个科学系统的业务领域。因此，物流管理的复杂性也远远超出一般传统的运输或仓储等业务所包含的知识和技术局面，物流管理是集现代运输、信息网络、仓储管理、产品后道加工、营销策划等诸多内容于一体的一门多学科、多领域的综合性管理学科。

长期以来，我国一直是“重生产、轻流通”，对流物的研究也相应滞后。改革开放以来，由于高新技术的迅猛发展，极大地提高了生产效率，缩短了产品更新换代周期，加剧了市场竞争；同时，用户的需求越来越突出个性化，以往的“货主物流”已无法在生产与销售之间起协调作用，甚至还会阻碍生产与消费的发展。

近年来，由于各级政府和企业的重视，物流环境发生了巨大的变化，以往单一流通渠道、单一流通主体、国家统一定价的状况已不复存在，出现了多渠道、少环节的新局面，市场网络已具一定规模。

在新的世界，世界已进入新经济时代和高度信息化时代，无国界化企业经营的趋势越来越明显，整个市场竞争呈现出明显的国际化和一体化，企业面临日益激烈的市场竞争，许多市场意识敏锐的企业，已经开始把物流作为提升企业核心竞争能力的重要手段。把现代物流理念、先进的物流技术和现代经营模式引入企业经营管理之中。企业内部物流部门开始建立，第三方物流企业正在蓬勃兴起，国际物流企业也日趋活跃。

我国的物流教育同物流发展相比，显然十分滞后，物流综合管理、物流系统运作管理、物流技术操作与营销等现代化人才匮乏。根据我国加入 WTO 的承诺，物流和服务业是最早开放的行业之一，国内市场竞争将在高层次、高起点上展开。这必然使本已匮乏的物流人才竞争加

剧,如不加快我国现代物流管理与技术人才的培养,必将成为现代物流产业发展的瓶颈。而物流产业的人才教育,是多层次、多样化的教育。为保证物流产业大发展所需要的各类技术和管理类物流人才,在加强高等学校的高层次物流经营与管理人才的培养教育的同时,更要通过高等职业技术学院的物流高等职业技术教育,培养造就大批第一线物流技术操作和运作管理实用型人才,推行物流从业人员职业资格制度,这已经成为许多物流同仁的共识。

为迎合物流业发展对人才的需要,全国交通系统22所高职高专院校协同规划了这套“新世纪高职高专物流管理专业规则教材”,并成立了“新世纪高职高专物流管理专业规划教材编审委员会”。参与这套教材编写的人员大多是长期从事物流管理、物流教学和物流研究的一线专家、教授和企业管理人员。这套规划教材介绍了最新物流管理理念与技术,吸收了国内外是新物流实践经验和理论研究成果,具有简洁、实用和操作性强等特点。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,也适合广大物流企业从业人员作为学习参考用书。

由于现代物流业在我国正处于成长发展阶段,各种新的论断、见解和理论多之又多。由于时间仓促,编者水平有限,书中难免有不足之处,恳请广大读者提出宝贵意见,以期保持这套教材与时俱进,保持其时代性和实用性。

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。

本书选题涉及物流概论、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。本书共分 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。

本书由安徽交通职业技术学院程世平主编,浙江宁波高等专科学校陈金山为副主编,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、广州航海高等专科学校文妮佳。

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,加上编者水平不高,时间仓促,书中不尽人意之处,诚请读者批评指正。

编 者

2002 年 11 月

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UNIT One LOGISTICS

Part I The Definition of Logistics

1. The Introduction of Logistics

【Para1】 “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.

【Para2】 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.

【Para3】 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.

【Para4】 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.

【Para5】 Economically, this creates a new source of profit characterized by the development of mass distribution and attention to service quality. The two basis 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.

【Para6】 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?

【Para7】 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, 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 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)

【Para8】 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.

【Para9】 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 too must be produced and made available to the final consumer. But logistics encompasses much more than just the transport of goods.

【Para10】 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.

【Para11】 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 man-

agement 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.

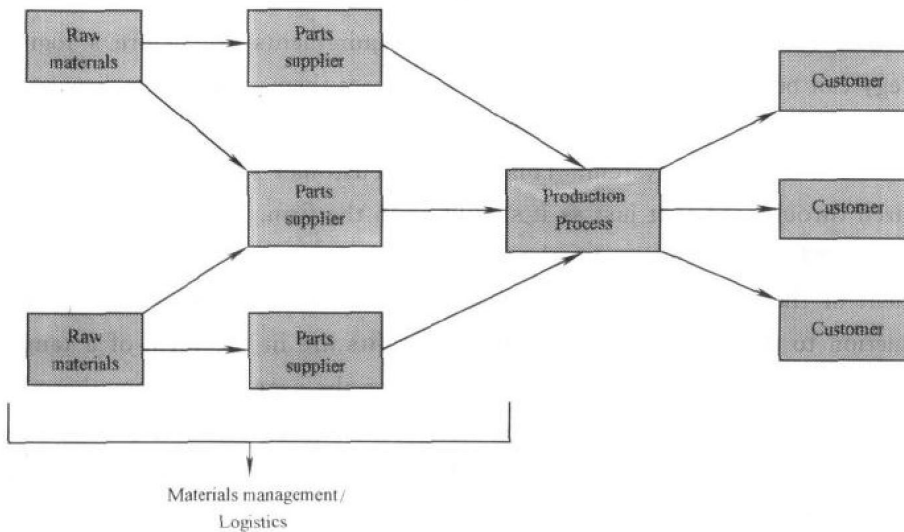


Figure 1-1 Logistics defined as material management

【Para12】 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.

【Para13】 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.

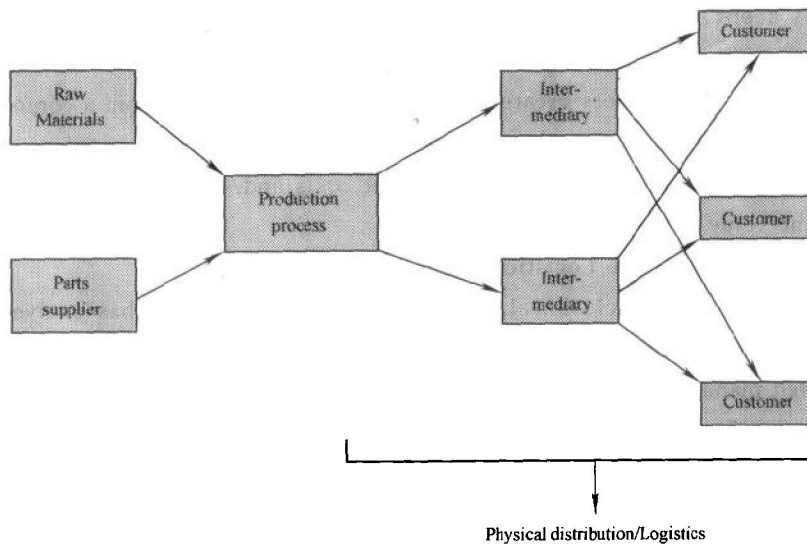


Figure1-2 Logistics defined as physical distribution

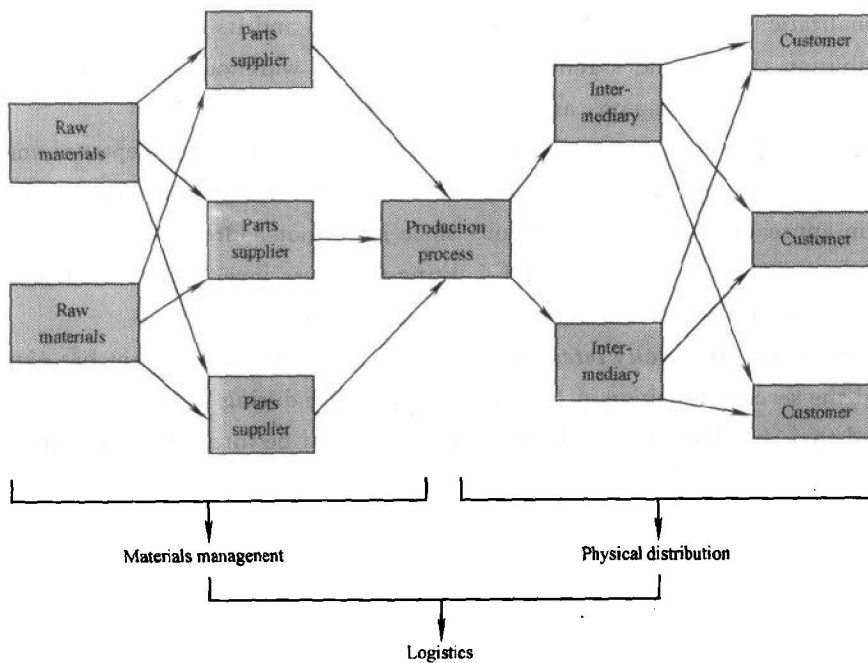


Figure1-3 Comprehensive definition of logistics

【Para14】 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

【Para15】 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.

【Para16】 *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.

【Para17】 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).

【Para18】 *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.

【Para19】 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 and the product shipped). Emphasis was shifted from the minimization of the level of inventory to the speed of processing (e. g. inventory velocity). These logistics management techniques were primarily conceived at the level of individual firms,

but it has little impact on the improvement in the overall efficiency of the national economy.

【Para20】 *Externally integrated logistics*: This integrated logistics management approach has made the third evolution in early 1990s and beyond. It has extended the concept beyond one firm to all firms involved in the whole supply chain, outsourcing the internally supplied materials and products to external suppliers. This extended view of enterprises offered firms an opportunity to view the relationship with vendors, suppliers, third party logistics support agents and customers in a different way, each forming a part of the channel. Participants in the channel gain competitive advantage through improving the overall channel efficiency by reducing risk and effectively leveraging the corporate resources of each channel member. Coupled with the recent development of electronic data interchange (EDI), this approach began to bring about a broader impact on macro economic efficiency.

【Para21】 *Global supply chain management*: The fourth evolution has taken place in the form of the global logistics management, which has been applied by MNCs. With declining profit margin in the domestic market and in face of need of continued business expansion, these corporations are seeking new worldwide markets on an unprecedented scale. Global marketing and sale initiatives are the trend toward which MNCs are increasing gearing up. This trend for internationalization, in turn, requires much more sophisticated management techniques over the entire process of the commodity movement from the countries of origins to the countries of destinations. Moving a wide variety of products around the world 24 hours a day, 365 days a year require logistics management techniques significantly different from those developed for domestic markets. Closely linkage of all players in the global supply chains requires the logistics management underpinned by the international EDI system. This globalization of business activities is a major factor reshaping the international trading activities to which all countries are required to adjust by adapting their institutional frameworks.

New words and special terms:

logistics [lə'dʒɪstɪks] *n.* 后勤学, 后勤, 物流

encompass [ɪn'kʌmpəs] *vt.* 包围, 环绕, 包含或包括某事物

replenishment *n.* 补给, 补充

involve [ɪn'vɒlv] *vt.* 包括, 笼罩, 潜心于, 使陷于

- container [kən'teɪnə] *n.* 容器(箱,盆,罐,壶,桶,坛子),集装箱
 containerization [kən'teɪnəraɪ'zeɪʃən] *n.* 货柜运输,货柜装货
 provision [prə'vɪʒən] *n.* 供应,(一批)供应品,预备,防备,规定
 outgoing ['autgəʊɪŋ] *n.* 外出,开支,流出
 acquisition [ˌækwi'zɪʃən] *n.* 获得,获得物
 evacuation [iˌvækju'eɪʃən] *n.* 撤退,走开
 disposition [dɪspə'zɪʃən] *n.* 部署
 hospitalization [ˌhɒspɪtəlaɪ'zeɪʃən] *n.* 医院收容,住院治疗
 procurement [prə'kju:mənt] *n.* 获得,取得
 implement ['ɪmplɪmənt] *vt.* 贯彻,实现执行
 conform [kən'fɔ:m] *vt.* 使一致,使遵守,使顺从 *vi.* 符合,相似
 inbound ['ɪnbaʊnd] *adj.* 内地的,归航的
 outbound ['autbaʊnd] *adj.* 开往外地的,开往外国的
 inventory ['ɪnvəntri] *n.* 详细目录,存货,财产清册,总量
 systematic [ˌsɪstɪ'mætɪk] *adj.* 系统的,体系的
 tangible ['tændʒəbl] *adj.* 切实的
 intangible [ɪn'tændʒəbl] *adj.* 难以明了的,无形的
 synonymous [sɪ'nɒnɪməs] *adj.* 同义的
 concern [kən'sə:n] *vt.* 涉及,关系到
 exploit [ɪks'plɔɪt] *vt.* 开拓,开发,开采,剥削,使用
 integrate ['ɪntɪgreɪt] *vt.* 使成整体,使一体化
 comprehensive [ˌkɒmpri'hensɪv] *adj.* 全面的,广泛的,能充分理解的,包容的
 rationalization [ˌræʃənəlaɪ'zeɪʃən] *n.* 合理化,合于经济原则
 warehousing ['wɛəhaʊzɪŋ] *n.* 仓库费,入仓库,仓库贮存
 outsourcing ['aut,sɔ:sɪŋ] *n.* [商]外部采办,外购
 agent ['eɪdʒənt] *n.* 代理(商)
 unprecedented [ʌn'presɪdəntɪd] *adj.* 空前的
 internationalization [ɪntə'næʃənəlaɪ'zeɪʃən] *n.* [计]国际化
 sophisticated [sə'fɪstɪkeɪtɪd] *adj.* 诡辩的,久经世故的
 commodity [kə'mɒdɪti] *n.* 日用品
 significantly *adv.* 意味深长地,值得注目地
 linkage ['lɪŋkɪdʒ] *n.* 联接
 reshape ['ri:'ʃeɪp] *vt.* 改造,再成形,采用新方针
 framework ['freɪmwɜ:k] *n.* 构架,框架,结构