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全国职业技能英语系列教材

总主编 丁国声



English for Logistics

物流英语

黄俊 李亮 主编



北京大学出版社
PEKING UNIVERSITY PRESS

全国职业技能英语系列教材

物流英语

English for Logistics

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总序

我国高职高专教育的春天来到了。随着国家对高职高专教育重视程度的加深,职业技能教材体系的建设成为了当务之急。高职高专过去沿用和压缩大学本科教材的时代一去不复返了。

语言学家 Harmer 指出:“如果我们希望学生学到的语言是在真实生活中能够使用的语言,那么在教材编写中接受技能和产出技能的培养也应该像在生活中那样有机地结合在一起。”

教改的关键在教师,教师的关键在教材,教材的关键在理念。我们依据《高职高专教育英语课程教学基本要求》的精神和编者做了大量调查,秉承“实用为主,够用为度,学以致用,融类旁通”的原则,历经两年艰辛,为高职高专学生编写了这套专业技能课和实训课的英语教材。

本套教材的内容贴近工作岗位,突出岗位情景英语,是一套职场英语教材,具有很强的实用性、仿真性、职业性,其特色体现在以下几个方面:

1. 开放性

本套教材在坚持编写理念、原则及体例的前提下,不断增加新的行业或岗位技能英语分册作为教材的延续。

2. 国际性

本套教材以国内自编为主,以国外引进为辅,取长补短,浑然一体。目前已从德国引进了某些行业的技能英语教材,还将从德国或他国引进优秀教材经过本土化后奉献给广大师生。

3. 职业性

本套教材是由高职院校教师与行业专家针对具体工作岗位、情景过程共同设计编写。同时注重与行业资格证书相结合。

4. 任务性

基于完成某岗位工作任务而需要的英语知识和技能是本套教材的由来与初衷。因此,各分册均以任务型练习为主。

5. 实用性

本教材注重基础词汇的复习和专业词汇的补充。适合于在校最后一学期的英语教学,着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

本教材在编写过程中,参考和引用了国内外作者的相关资料,得到了北京大学外语编辑部的倾力奉献,在此,一并向他们表示敬意和感谢。由于本套教材是一种创新和尝试,书中瑕疵必定不少,敬请指正。

丁国声

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出版说明

《物流英语》遵循高职英语教学的性质和目标要求,以物流行业的主要工作流程为编写内容,注重语言知识技能与行业知识技能的有机整合。本教材可作为高职、普通高校物流专业学生的专业英语教材,也可作为专业培训教材和物流行业从业人员的自学教材。

一、编写理念

本教材以“职业行动导向”为编写理念,以实际工作场景为编写背景,以符合工作流程的实例和主题为编写内容,以工作过程中的若干具体任务为单元编写核心,将行业知识、行业技能、职业行为、情感因素等有机整合起来,注重学生能力的培养和职业技能的养成。

二、编写特色

1. 鲜明的职业特色 本教材紧密围绕物流企业工作流程所需的相关知识和技能来组织教学内容,增设了职业仿真环境下工作语言情景的导入,让学生在了解岗位主要流程、工作内容、工作职责、相关知识、文化背景和职业操守的基础上,能熟练运用英语来应对物流服务过程中的各项事务。

为客户服务以及与客户面对面的交流和服务是物流行业从业人员的基本工作内容和工作方式。本教材侧重训练学生这两方面的听说能力。工作环境下的对话是本教材的编写重点。

2. 独特的编排体系 本教材充分借鉴国外优秀高职英语教材的编排结构,吸取国内相关教材之长,把行业理论知识、行业实训内容和自主学习系统融为一体。本教材图文并茂,以“图”代文,以激发学生的学习兴趣 and 职业意识。

3. 切实可行的操作模式 (1)本教材单词的选择以物流行业工作岗位必需为原则,情景对话的设计与选取以实用、够用为准绳,以通俗易懂为尺度。(2)本教材题型训练模式多样,除课内操练题目外,每一单元还增设了自主学习内容。课内课外练习均以任务型练习为主。同时,训练体系以能力为本位,遵循能级递进为特征的训练体系,如:简单的看图写话→讨论→单项能力操练(如情景对话)→回答问题(读的能力)→综合能力训练(如编对话、角色扮演等)。(3)本教材在选材上坚持职业性、实用性、适时性和趣味性原则,重在培养学生职业岗位工作环境下较强的英语实际应用能力。

三、编写内容及框架

本教材共10个单元,除了第一个单元(Unit One)物流概论是介绍物流行业的总体概况外,其他单元基本涵盖了物流行业的各个领域,从客户服务(Unit Two)到运输(Unit Three)、包装(Unit Four)、配送(Unit Five)、库存(Unit Six)、采购(Unit Seven)到物流信息(Unit Eight)、供应链(Unit Nine),最后是物流单据(Unit Ten)。

每一单元都紧密围绕该单元主题设计了2—3项训练内容和拓展阅读。每一单元主题不同,侧重点不同,训练模式也不一样,训练题型多样化。每一单元都包含有六大板块:

(1) 导入 看图写话或看图讨论。

(2) 背景介绍 每一单元都围绕不同的工作背景展开,都创设了与该单元主题相关的仿真环境下的工作语言情景。

(3) 主题词 每个单元都设有与主题相关的主题词,并设计了相关的练习,此部分练习多为:reading,listening,speaking 等。

(4) 情景对话 每个单元都设有与主题相关的 2—3 个对话,并设计了相关的练习,此部分练习多为:pair work,role play 等。

(5) 单元相关话题或语言功能项强化

(6) 拓展阅读

在这六大板块中,第(3)和第(4)为每一单元的编写重点。

另外,为方便学生查阅资料 and 了解更多行业类知识,在本教材的最后还设置了《外贸常见英文缩略词》、《世界主要国家及货币》、《世界主要城市、机场三字母代码》等附录。

四、教材使用建议

(1) 灵活使用教材 由于物流行业的服务领域很广,覆盖了从生产到生活领域的广大范围,涉及的工作岗位很多,工作背景复杂,所以教材里提供的情景对话不一定全面,教师可根据学生实际语言基础知识、专业技能、交际能力和岗位熟悉程度等灵活地对教材的内容和编排顺序进行恰当的取舍或调整,可删减部分过难或学生通过自主学习就可处理的教材内容;也可适当增加与岗位密切相关的其它内容的训练,以创造性地使用教材。

(2) 强化听说训练 由于在实际工作环境下对英语听说技能要求很高,教师使用教材时宜加强对学生听说能力的训练。主题词及情景对话的相关训练为单元教与学的重点。

(3) 灵活安排课时 本教材每单元按 4 个学时组织内容,整本书要求 40 个学时。但在实际教学中可灵活划分学时,灵活确定教学进程。

五、致谢

本书是由成都航空职业技术学院和河北北华航天工业学院的教师共同编写的,其中成都航空职业技术学院的教师编写了本书的第一章、第二章、第八章、第九章、第十章,河北北华航天工业学院的教师编写了本书的第三章、第四章、第五章、第六章、第七章等,参加编写的教师有黄俊,付涛,唐丽(成都航空职业技术学院);李亮,尹怡(河北北华航天工业学院);另外本书的练习题由唐丽老师完成。

当然,由于编者水平有限和时间仓促,以及物流行业的服务领域非常广泛,涉及的岗位和工作环境很多,致使本书还有许多不完善的地方,我们在编写过程中对此深有体会,所以真诚地希望广大教师 and 同学能在使用过程中对我们教材提出宝贵的修改意见。

最后对河北北华航天工业学院同仁的辛勤劳动 and 精诚合作致以诚挚的感谢,对出版社编辑的辛勤劳动致以诚挚的感谢!

黄俊 李亮

2008 年 6 月于成都



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Unit 1

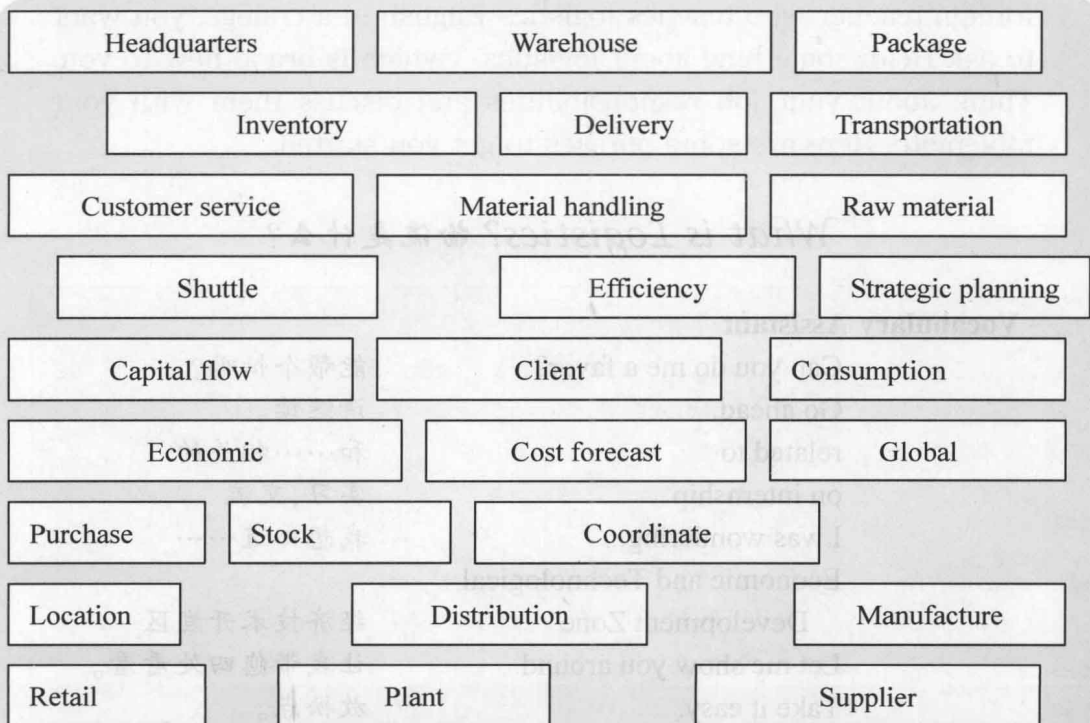
Introduction to Logistics

物流概论



Look at the following basic terms involved in logistics.

Could you add more?





Now answer the questions

1. What is logistics?
2. What are the activities included in logistics?
3. What are the functions of logistics?

Situational Dialogues

Suppose you are a freshman majoring in logistics and Heidi is a foreign teacher who teaches logistics English in a college, you want to ask Heidi something about logistics, which is brand new to you. Think about your job responsibilities and discuss them with your tablemate. Here are some phrases to get you started.

What is Logistics? 物流是什么?

Vocabulary Assistant

Can you do me a favor?	能帮个忙吗?
Go ahead.	请继续。
related to	和……相关的
on internship	实习, 交流
I was wondering...	我想知道……
Economic and Technological Development Zone	经济技术开发区
Let me show you around.	让我带您四处看看。
Take it easy.	放松点。
After you.	您请, 您先来。

Situation A

Heidi just finishes her class. Suppose you happened to meet her at the lobby of the teaching building and ask her some relevant logistics information.

H: Hello. Good afternoon.

S: Hi, Heidi, can you do me a favor?

H: What's it? Go ahead.

S: I want to ask you some information about logistics.

H: Are you interested in logistics?

S: Yes, but I know little about it. Can you tell me something about it?

H: Yes, of course.

S: Does modern logistics mean transportation and delivery?

H: It's not the whole story. Modern logistics is related to the efficient flow of materials and information. It includes: package, warehousing, material handling, inventory, transport and so on.

S: Oh, it's such a complex system.

H: Yeah, it is the systematic management of the various activities.

S: Thank you for your information.

H: You are welcome.

Situation B

Heidi shows Tom around a logistics company, where she has a friend Lily.

H: Ok, you are on your internship, isn't it?

S: Yeah, I was wondering where we can go.

H: I'll take you to a logistics company in the Economic and Technological Development Zone.

Information Bank

现代物流的重要作用

Logistics 的中文翻译, 目前在国内的大多数企业中, 有“后勤”、“物流”和“运筹”等。多数的英汉字典均翻成“后勤”、“中国人民解放军总后勤部”的英文用的是 Logistics。这其中有它的一定原因。Logistics 这个词开始频繁出现, 始于二战时期的美国国防部。当时, 紧张的欧洲战场对飞机、坦克、枪炮、弹药及零部件和食品等物资的大量需求给美国国防部的后勤人员提出了艰巨的任务, 即如何组织调配和发送这些物资并且充分利用其国内相对有限的生产资源?

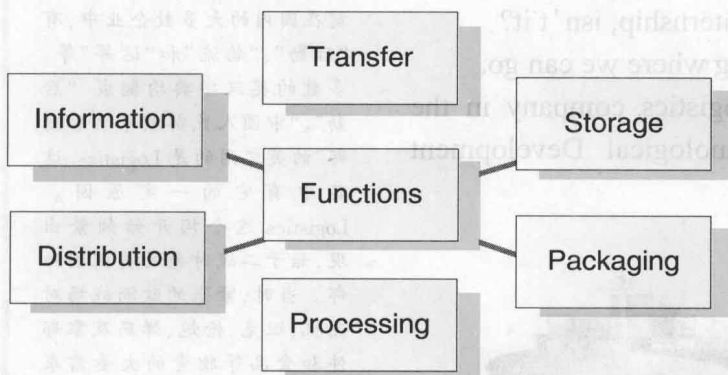


- S: Terrific!
- L: Welcome to our company!
Let me show you around.
- H: Thank you.
- L: I'd like to show you the headquarters, warehouse and delivery room, especially our office.
- H: Ok, let's go.
- L: Take it easy. Where we stand is the headquarters. Our office is on the second floor, right next to the elevator. Please follow me.
- H: Ok.
- L: Look, here is our office.
- S: Vow, what a big office!
- L: Yes, let's go downstairs. Since the whole company is very large, we will take a shuttle to the warehouse. The delivery plant is nearby. The shuttle will be here in seconds. Let's hurry.
- H: After you.

20 世纪 20 年代到二战时期, Logistics 是以 Physical Distribution 出现的。1948 年, 美国市场营销协会 (American Marketing Association) 对 Physical Distribution 定义为 “The movement and handling of goods from the point of production to the point of consumption or use” (从生产点到消费点或使用点对货物移动和处理的行为过程。) 很明显, 这时 Logistics 所管理的是成品的流通过程。在其后, Dean Ammer 对材料从供应商到生产点的过程进行了最好的描述, 并称之为 Materials Management。虽然 Logistics 一词已频繁出现, 但直到 1991 年, the Council of Logistics Management 在对其 1976 年 Physical Distribution 的定义进行修改时, 第一次替换成 Logistics, 并定义为 “Logistics is the process of planning, implementing and controlling the efficient, effective flow and storage of goods, services and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements.” (物流以满足客户需求为目的, 对高效传递和存储从生产端到消费端的所有商品、服务和相关信息进行计划、实施和控制。)

Functions of Logistics

The chart below shows different functions of logistics. Can you name them in detail?



1. Transfer: logistics can create location value, core of logistics.
2. Storage: creating time value, support pillar of logistics.
3. Packaging: goods can reach to consumer through transportation, storage and ensure

commodity usage value no damage.

4. Processing: goods from producer to consumer need to process in order to increase sale, quality and realize logistic efficiency.
5. Distribution: according to user requirement to identify, match good in logistic center and deliver the ready goods to receiver.
6. Information: from logistic management activity to ensure operational subsystem could play correspond role and create efficiency.

Situation 2

Heidi is talking about logistics with a student.

S: Heidi, you said that logistics is needed by any company that sells its products.

H: Yes, sure.

S: That reminds me of a story I read in my childhood entitled "A Thousand-man Cake."

H: Was that a very big cake?

S: No, it was a small one. It said that at least a thousand people had taken part in the making of the small cake.

H: Really, did the story mention any one in particular?

S: I'm afraid not. As far as I can remember, it said that lots of people did various work in the process of making the cake from the time the wheat was grown.

H: In that case, the story is similar to logistics, because both have to go through the different steps of preparation. But modern logistics employs far more technologies.

S: What is the modern logistics like?

H: Could you think of a company that sells any products?

S: Let me see. Ah, yes, I have one here. It is the KFC chain shop we went to the other day.

H: It could be a good example.

S: The chicken must be bought from some chicken farms regularly and other materials to be used in its chain shops, such as napkins and cokes, should be bought from different suppliers and be shipped to the designated places.

H: You are perfectly right. But what you said is only part of the supply chain. If a company takes up the job of supplying KFC with all the things needed in the operation of the chain shops, that is logistics.

S: Thanks, now I have a clearer picture of what logistics is.

H: You are welcome.

Vocabulary Assistant

that reminds sb. of...		让……想起……
entitle	v.	给……称号
in that case		那样的话
go through		经过
KFC chain shop		肯德基连锁快餐店
napkins	n.	餐巾纸
coke	n.	可乐
designated place		目的地
take part in		参与
have a clearer picture of...		对……更加清楚了

Exercises

I. Match the Chinese terms on the left with the English expressions on the right.

供应商	customer service
仓库	inventory
采购	transportation
运输	logistics
库存	distribution
配送	warehouse
协调	supplier
包装	coordinate
客服	purchasing
物流	packaging

II. Fill in the blanks with the following words. Change the form when necessary.

- _____ has become a hot career.
- The aim of inventory management is to _____ the amount of material in stock.
- If the ship had sailed along the recommended _____, it would have been able to avoid the heavy weather.

4. Managers must establish and _____ inventory plan on the basis of strategic considerations.
5. Don't forget to refer to the book ERP in the _____ of planning resources in your enterprise.
6. What he said reminded me of a story I read in my childhood _____ A Thousand-man Cake.
7. Most experts agree that the annual _____ to perform logistics in the US was just under 10% of the 1994 gross national product.
8. The sites of warehouse are determined by customer and manufacturing _____ and product requirements.
9. Modern logistics is related to the efficient _____ of materials and information.
10. Since the whole company is very large, we will take a _____ to the warehouse and the delivery plant is nearby.

Passage Study

Text A Comprehensive Reading

Logistics at Wal-Mart

Many people wonder how Wal-Mart is able to charge such low prices and continue to make a profit. There are several factors in their business model that contribute to this ability, but a big one is their ability to adapt to an ever-changing global marketplace. Some criticize Wal-Mart's efforts to deliver to their customers a quality product at low prices, but in reality, Wal-Mart has been able to deliver low prices by being efficient. This efficiency is presented in several areas but one of the most important places is how they are able to manufacture products all over the world and get them to retail outlets, which are also all over the world. This ability requires a flawless logistical system that allows product to be shipped anywhere at a moments notice.

One of the keys to Wal-Mart's effective logistical system is the flexibility that it has when choosing suppliers. When Wal-Mart negotiates with suppliers and the suppliers know that Wal-Mart will only pay the most competitive prices. This is because it is very easy for them to find another supplier of that particular material with a lower price and very few logistical problems. This gives Wal-Mart a huge amount of leverage when dealing with suppliers. If a particular supplier knows that a company has found a low-



er price, it will lower its price accordingly. However, if the supplier also knows that it will be incredibly difficult for the company to make the proper adjustments to ensure a smooth transition to a different supplier, then they will be less inclined to lower their price as much. This is not how existing suppliers deal with Wal-Mart; when they see that Wal-Mart has found a supplier that will give them a lower price, the current suppliers lower their prices accordingly. They know that Wal-Mart's logistical system can handle transition seamlessly and therefore they gain no additional leverage since it won't be difficult or costly for Wal-Mart to choose another supplier.

Another reason that Wal-Mart's prices are so competitive is because they buy in such large quantities that transportation from one end of the supply chain to another is not as costly for additional units. This aspect of the logistical system does not come from skill or expertise it simply comes from the sheer size of the company, but this is still a factor. Wal-Mart buys so many supplies from different places throughout the world that they have the luxury of using bigger trucks and using less fuel to go back and forth. Also if by chance they have to use shipping services to transport material from one location to another, Wal-Mart will give them so much business that they will get huge discounts.

The logistical system that Wal-Mart uses is so effective because it is so flexible. This is why Wal-Mart is able to offer things much cheaper than other companies can. Wal-Mart has a reputation for being able to offer these things in a cheap manner because of low employee pay and human rights violations but this is simply not the case.

Answer the questions

1. Why is Wal-Mart able to charge such low prices and continue to make a profit?
2. What are the keys to Wal-Mart's effective logistical system?
3. How do existing suppliers deal with Wal-Mart?