



高等职业教育“十一五”规划教材

高职高专工商管理类教材系列

# 物流英语

汪洪章 杨昌蓉 主编



科学出版社

[www.sciencep.com](http://www.sciencep.com)

高等职业教育“十一五”规划教材

高职高专工商管理类教材系列

# 物流英语

汪洪章 杨昌蓉 主编

科学出版社

北 京

## 内 容 简 介

本书共分十个单元,每单元由三篇课文组成。所有课文均取材于近几年欧美通行的物流专业教材及相关研究资料,基本涵盖了当今国际物流专业的代表性内容。本教材体系明晰、专业信息读取量大,适用于培养物流专业学生的英语阅读、翻译和写作能力,使其将物流专业基础知识和基本技能活化到英语语境中,使专业学习和英语学习有机地结合起来,从而真正做到学以致用。

本教材适用于高职高专物流专业学生,也可作为一般读者了解当今国际物流发展状况的阅读材料。

### 图书在版编目(CIP)数据

物流英语/汪洪章,杨昌蓉主编.—北京:科学出版社,2006

(高职高专工商管理类教材系列)

ISBN 7-03-016826-7

I. 物… II. ①汪…②杨… III. 物流-英语-高等学校:技术学校-教材 IV. H31

中国版本图书馆 CIP 数据核字(2006)第 007005 号

责任编辑:田悦红 任锋娟 / 责任校对:都 岚  
责任印制:吕春珉 / 封面设计:东方人华平面设计部

科学出版社 出版

北京东黄城根北街16号

邮政编码:100717

<http://www.sciencep.com>

双青印刷厂 印刷

科学出版社发行 各地新华书店经销

\*

2006年3月第 一 版 开本: B5 (720×1000)

2006年3月第一次印刷 印张: 13 1/4

印数: 1—3 000 字数: 257 000

定价: 19.00 元

(如有印装质量问题,我社负责调换<路通>)

销售部电话 010-62136131 编辑部电话 010-62135763-8767(VF02)

# 高职高专工商管理类教材系列

## 编写委员会

主 任： 葛 军

副主任（按姓氏笔画排）

汪洪章 郑健壮 浦震寰

委 员（按姓氏笔画排）

王力平 王 勇 王 骏 刘德武 孙守成

李 岩 张 亚 杨昌蓉 杨海清 周延波

赵越春 钟 伟 殷 涛 郭爱英 姬中英

戴安琨 魏 超

## 出版说明

进入 21 世纪, 国际竞争日趋激烈, 竞争的焦点是人才的竞争, 是全民素质的竞争。人力资源在国家综合国力的增强方面发挥着越来越重要的作用, 而人力资源的状况归根结底取决于教育发展的整体水平。

教育部在《2003~2007 年教育振兴行动计划》中明确了今后 5 年将进行六大重点工程建设: 一是“新世纪素质教育工程”, 以进一步全面推进素质教育; 二是“就业为导向的职业教育与培训工程”, 以增强学生的就业、创业能力; 三是“高等学校教学质量与教学改革工程”, 以进一步深化高等学校的教学改革; 四是“教育信息化建设工程”, 以加快教育信息化基础设施、教育信息资源建设和人才培养; 五是“高校毕业生就业工程”, 以建立更加完善的高校毕业生就业信息网络和指导、服务体系; 六是“高素质教师和管理队伍建设工程”, 以完善教师教育和终身学习体系, 进一步深化人事制度改革。

职业教育事业在改革中加速发展, 使我国的经济建设和社会发展服务能力显著增强。各地和各级职业院校坚持以服务为宗旨、以就业为导向, 正大力实施“制造业与现代服务业技能型紧缺人才培养培训计划”和“农村劳动力转移培训计划”, 并密切与企业、人才、劳务市场的合作, 进一步优化资源配置和布局结构, 深化管理体制和办学体制改革, 使这一事业发展势头良好。

为配合教育部职业教育与成人教育司 2004~2007 年推荐教材的出版计划, 科学出版社本着“高水平、高质量、高层次”的“三高”精神和“严肃、严密、严格”的“三严”作风, 集中相关行业专家、各职业院校双优型教师, 编写了高职高专层次的基础课、公共课教材, 各类紧缺专业、热门专业教材, 实训教材, 以及引进的特色教材, 其中包括如下三个部分:

1. 高职高专基础课、公共课教材系列
  - (1) 基础课教材系列
  - (2) 公共课教材系列
2. 高职高专专业课教材系列, 又分
  - (1) 紧缺专业
    - 软件类专业系列教材
    - 数控技术类专业系列教材
    - 护理类专业系列教材

## (2) 热门专业教材

- 电子信息类专业系列教材
- 交通运输类专业系列教材
- 财经类专业系列教材
- 旅游类专业系列教材
- 生物技术类专业系列教材
- 食品类专业系列教材
- 精细化工类专业系列教材
- 艺术设计类专业系列教材
- 建筑专业系列教材

### 3. 高职高专特色教材系列, 又分

#### (1) 高职高专实训教材系列教材

#### (2) 国外职业教育优秀系列教材

本套教材建设的宗旨是以学校的选择为依据, 以方便教师授课为标准, 以理论知识为主体, 以应用型职业岗位要求为中心, 以素质教育、创新教育为基础, 以学生能力培养为本位, 力求突出以下特色:

1. 理念创新: 秉承“教学改革与学科创新引路, 科技进步与教材创新同步”的理念, 根据新时代对高等职业教育人才的需求, 出版一系列体现教学改革最新理念、内容领先、思路创新、突出实训、成系配套的高职高专教材。

2. 方法创新: 摒弃“借用教材、压缩内容”的滞后方法, 专门开发符合高职特点的“对口教材”。在对职业岗位所需求的专业知识和专项能力进行科学分析的基础上, 引进国外先进的教材, 以确保符合职业教育的特色。

3. 特色创新: 加大实训教材的开发力度, 填补空白, 突出热点, 积极开发紧缺专业、热门专业的教材。对于部分教材, 提供“课件”、“教学资源支持库”等立体化的教学支持, 以方便教师教学与学生学习。对于部分专业, 组织编写“双证教材”, 注意将教材内容与职业资格、技能证书进行衔接。

4. 内容创新: 在教材的编写过程中, 力求反映知识更新和科技发展的最新动态, 新知识、新技术、新内容、新工艺、新案例及时反映到教材中, 体现了高职教育专业紧密联系生产、建设、服务、管理一线的实际要求。

欢迎广大教师、学生在使用本系列教材时提出宝贵意见, 以便我们进一步做好修订工作, 出版更多的精品教材。

科学出版社

## 前 言

物流专业学生在专业基础课和专业课学习的同时,应该在学习“大学英语”的基础上,进一步培养物流专业英语的阅读、翻译和写作能力,将自己学到的专业基础知识和基本技能活化到英语语境中,使专业学习和英语学习有机地结合起来,从而真正做到学以致用。只有这样,才能适应经济全球化和我国经济进一步改革开放对高层次复合型物流专门人才的需要。本教材正是为适应这样一种需要而编写的。

全书由 10 个单元组成,大致构成一个体系明晰的物流专业教材框架。每个单元有 3 篇课文,围绕本单元的主题编排。全书的 30 篇课文均取材于十多部近几年来欧美通行的专业教材及相关专业研究资料,基本涵盖了当今国际物流专业方面的代表性内容,每篇课文的篇幅在 600 词左右,保证学生有一定的专业信息摄入量。

每篇课文之后均设有: Words and Expressions, 列出所有专业词汇及部分新词难词; Notes, 重点对句法结构比较复杂、理解起来比较困难的语句加以串讲或翻译, 或者提供课文涉及的相关知识背景资料, 以便学生预习。

练习的编排主要针对课文的阅读理解和相关专业文献的翻译, 并兼及专业词汇和专业表达方式的操练和物流专业问题的口头及笔头训练, 力图适用。具体安排如下:

1. Comprehension of the text, 一般由 5 个多项选择题组成, 重点考查学生对课文大意以及篇章语义结构的理解。

2. Replace the underlined part in each sentence with a word or phrase from the text, 10 题左右, 考查学生对课文中主要词汇特别是有关专业词汇的理解, 记忆和运用能力。

3. Translate the following paragraph(s) into Chinese, 考查学生对与课文内容相关的专业文献的翻译能力。

4. Discuss the following topics, 共 3 题, 培养学生英文的口语及书面表述能力, 内容围绕课文涉及的物流专业问题, 以便展开讨论。

本教材提供部分练习题的参考答案及第 1、3、5、7、9 单元所有课文(共计 15 篇)的参考译文。

使用本教材的主讲教师可根据自己教学课时的安排和学生接受能力的实际情

况，决定全部使用或部分使用教材内容。如果教学时数有限，可讲授偶数单元，奇数单元的课文可让学生参看参考译文自学，但期末考试考查的内容应适当涉及奇数单元，以督促学生将教材当作一个整体来学习，使其全面了解当今国际物流专业信息。

参加本教材编写的人员有：汪洪章（主编，复旦大学外文学院英文系），杨昌蓉（主编，武汉交通职业学院），宋梅（华东师范大学职业技术学院），刘浩（武汉交通职业学院）。

此外，中国人民大学外语学院英语系刁克利教授提供了部分素材，华东师范大学物流专业叶建中教授在成稿后曾提出了宝贵的修改意见，并审读了部分课文的译文。在此，谨向以上各位表示衷心的感谢。

由于时间仓促，书中错误在所难免，恳请各院校师生批评指正。

编 者

2005年10月



# C Contents

## Unit One Elements of Logistics

<b>Text A</b>	A Brief History of Logistics and Transportation .....	1
<b>Text B</b>	The “L” in Logistics Stands for Location .....	6
<b>Text C</b>	Challenges in Managing the 3PL Relationship .....	11

## Unit Two Global Logistics

<b>Text A</b>	Five Minutes with Emirates Air’s Peter Sedgley .....	17
<b>Text B</b>	Going with the Flow in Mexico .....	23
<b>Text C</b>	DHL Adds Supply Chain Services, Signs Sun .....	28

## Unit Three Inventory Management

<b>Text A</b>	Levels of Decisions in Inventory Management .....	33
<b>Text B</b>	Just-in-Time Inventory Management .....	38
<b>Text C</b>	Advantages and Disadvantages of JIT .....	43

## Unit Four Warehousing

<b>Text A</b>	Strategic Warehousing .....	48
<b>Text B</b>	Web Firms Go on Warehouse Building Boom .....	53
<b>Text C</b>	Improving Warehouse Productivity and Operational Performance .....	58

## Unit Five Packaging

<b>Text A</b>	Packaging Perspectives .....	64
---------------	------------------------------	----



<b>Text B</b>	Functions of Packaging .....	69
<b>Text C</b>	Reusable Shipping Containers .....	74

## **Unit Six Transportation: Air, Marine and Ground**

<b>Text A</b>	International Air Transportation .....	80
<b>Text B</b>	Ocean Ships and Shipping .....	85
<b>Text C</b>	Surface Transport to and from Ports .....	89

## **Unit Seven Essentials of Supply Chain Management**

<b>Text A</b>	Supply Chain Management .....	94
<b>Text B</b>	Interorganizational Supply Chain Collaboration .....	98
<b>Text C</b>	Cost Management in a Global Supply Chain .....	102

## **Unit Eight Organizing for Effective Logistics**

<b>Text A</b>	Types of Logistics Organizational Structures .....	107
<b>Text B</b>	Importance of an Effective Logistics Organization .....	111
<b>Text C</b>	Decision-Making Strategies in Organizing for Logistics .....	115

## **Unit Nine Logistics Information Management**

<b>Text A</b>	Benefits of EDI Implement .....	121
<b>Text B</b>	Using Logistics Information Systems to Support Time-Based Competition .....	125
<b>Text C</b>	Decision Support Systems .....	130

## **Unit Ten Logistics Engineering and Management**

<b>Text A</b>	Developing a Strategic Logistics Plan .....	135
<b>Text B</b>	Linking Logistics Strategy with Corporate Strategy .....	139
<b>Text C</b>	Future Challenges and Critical Issues in the Strategic Planning Process .....	143
<b>Keys</b>	.....	147
<b>Vocabulary</b>	.....	182
<b>References</b>	.....	200





# Unit One

## Elements of Logistics

### Text A

#### A Brief History of Logistics and Transportation

Logistics was originally a military term, because it is a key factor in the success or failure of many wars. In fact, many military experts would say that logistics is the key to winning a war. Historically, logistics has been a leading factor in the success or failure of many military conflicts. Transportation gave countries ability to project power domestically, regionally and globally. It strengthened the economy by promoting trade that further improved the military powers.

Admiral Alfred T. Mahan wrote a famous book, *The Influence of Sea Power Upon History, 1660~1783* in 1890, which influenced President Theodore Roosevelt to make the US a world naval power. During the American War of Independence, the British could move along US coast faster than Continental Army could, and thus were

able to attack whatever targets were unprotected. More recently, the Gulf War was won by logistics and maneuverability, not brute force.

If logistics is a critical part of military operations, it is just as important to many companies. In recent decades logistics has become an important part of business success. It is important to recognize, though, that logistics is done by public and private sector organizations, and the ideas are still basically the same. Some of the techniques are different depending on the needs of the organization, but the differences are quite small. Military logistics emphasize quick response and the flexibility to adapt to changing situations. Many businesses work in an environment where quick response and flexibility are important for commercial success.

Logistics was not always a recognized field of study or a career. In a classic book from 1915, the only two functions of marketing were demand creation and physical supply. Prior to 1950s, no theoretical basis for logistics existed. According to Bowersox and Closs, there were three reasons integrated logistics did not come about at first:

There was no role for computers seen in integrating functional areas.

Volatile economic conditions led management to concentrate on cost containment.

There was difficulty in quantifying the returns that could be gained.

Since then, a variety of things have changed to the point where logistics is now a well-recognized profession, and a valuable part of the company. Why did things change? A few reasons can be identified.

**Computerization.** Having the ability to manage vast amounts of information is vital to many logistics functions. Previously, the problems were simply too complex and there was a limit to the level of sophistication.

**Quality management.** Companies have been looking at ways to improve their operations, and recognized that logistics was one area that had been historically overlooked.

**Partnership and alliances.** There has been a trend for companies to work closer with their suppliers, customers and other partners to improve efficiency.

**Deregulation.** Certain key parts of the logistics profession were heavily regulated, which prevented them from engaging in close cooperation with their customers. This included railroads, ocean shippers and airlines. There were also anti-trust rules that prevented companies from working together lest they prove to be "anti-competitive" .

Changes in transportation have played a mixed role in the development of the logistics field. It is important not to mistake the changes in the transportation industry for the demand of the trading public that is driving those changes. Ships, trucks and trains have seen little change in how they operate over the past several decades. Aviation has seen a lot of changes because it is relatively new technology. However, the major changes in transportation came not from the transport itself but its role in the larger logistics and business practices. The different modes of transport now work together (intermodalism).

As we proceed into the 21st century, logistics is continuing to affect and influence the global economy. It is important to understand that the industry is constantly changing, and as soon as we come to understand some of these trends, they are already moving ahead with further developments. One thing can be said with some degree of certainty. Logistics will continue to play a central role in the global economy well into the future.

### New Words and Expressions

1. project /prə'dʒekt/ *vt.* 射出, 凸出
2. admiral /'ædmər(ə)/ *n.* 海军上将, 舰队司令
3. maneuverability /mə'nu:və'bɪlɪtɪ/ *n.* 可操作性, 机动性
4. brute /bru:t/ *a.* 残忍的, 畜生般的
5. flexibility /'fleksɪ'bɪlɪtɪ/ *n.* 适应性, 机动性
6. theoretical /θɪə'retɪk(ə)/ *a.* 理论的
7. integrated /'ɪntɪgreɪtɪd/ *a.* 综合的, 完整的
8. volatile /'vɒlətaɪl/ *a.* 不稳定的
9. containment /kən'teɪnmənt/ *n.* 阻止, 遏制
10. quantify /'kwɒntɪfaɪ/ *vt.* 确定数量
11. sophistication /sə'fɪstɪ'keɪʃən/ *n.* 复杂性
12. overlook /əʊvə'lʊk/ *vt.* 忽略
13. partnership *n.* 合伙, 合股
14. alliance /ə'laɪəns/ *n.* 联盟, 联合
15. deregulation /di:ˈregjuleɪʃən/ *n.* 撤销对……规定
16. anti-trust /'æntɪtrʌst/ *a.* 反托拉斯的
17. aviation /ævɪ'eɪʃən/ *n.* 航空
18. proceed /prə'si:d/ *vi.* 进行, 继续下去
19. adapt to *vi.* 适应于

## Notes

1. Alfred T. Mahan: 马汉(1840~1914), 美国海军军官, 历史学家。其所著《海上霸权对历史的影响: 1660~1783》对罗斯福内外政策的制定影响较大。
2. Theodore Roosevelt: 罗斯福(1858~1919), 美国第二十六任总统(1901~1909), 共和党人, 对内执行资源保护政策, 对外奉行“大棒政策”, 开凿巴拿马运河, 武装干涉拉丁美洲。曾因调停日俄战争(1904~1905)而获1906年诺贝尔和平奖。
3. American War of Independence: 美国独立战争(1775~1783), 北美十三州殖民地为摆脱英国统治而进行的战争。1776年7月4日, 大陆会议代表投票表决通过托马斯·杰弗逊草拟的《独立宣言》, 该日遂成为美国国庆日。
4. Continental Army: 大陆军, 1775年6月14日由北美十三州殖民地代表通过决议成立; 15日通过无记名投票表决, 推选乔治·华盛顿任大陆军统帅。
5. the Gulf War: 1990年8月2日, 伊拉克武装入侵科威特。由于伊拉克没有在联合国规定的期限内从科威特撤军, 以美国为首的多国部队在1991年1月16日对伊拉克发动战争, 史称第一次海湾战争。战争中海陆空三军密切配合, 军需物流保障极其完善。
6. Donald Bowersox and David Closs: 两位美国密西根州立大学商学院教授, 他们合编的《物流管理》已多次再版发行。

## Exercises

## I. Comprehension of the text.

## 1. Logistics \_\_\_\_\_.

- A. has as long a history as wars
- B. originated in the United States
- C. has played a vital role in military operations
- D. is more or less transportation

2. Which of the following is **NOT** true according to the passage? \_\_\_\_\_

- A. Paragraph 2 is mainly used to illustrate the point that logistics is the key to winning a war.
- B. President Roosevelt was the first American president to understand the importance of logistics in wars.
- C. Logistics techniques used by an organization vary with its needs.

- D. Quick response and flexibility count a lot in the business world.
3. All of the following are mentioned or implied in the passage **EXCEPT** \_\_\_\_\_.  
A. logistics didn't attract much of people's attention before the mid-20th century  
B. computerization played an important role in making logistics a valuable part of business  
C. without computers, logistics would not have existed  
D. railroads, ocean shippers and airlines are some key parts of the logistics profession
4. To improve efficiency, \_\_\_\_\_.  
A. companies need to form partnerships and alliances  
B. management should concentrate on cost containment  
C. some key parts of logistics profession should be heavily regulated  
D. anti-trust rules should be practiced
5. What can you learn from the last paragraph but one? \_\_\_\_\_.  
A. The changes in the transportation resulted from the demand of the trading public.  
B. Compared with aviation, ships, trucks and trains are out of fashion.  
C. The role of transport in the larger logistics and business practices led to the major changes in transportation.  
D. Both A and C.

II. Replace the underlined part in each sentence with a word or phrase from the text.

1. Coco-cola is a soft drink sold throughout the world.
2. As a freshman, Tom found it difficult to get used to college life in the first semester.
3. I'm afraid these goods need a mixed transport scheme.
4. Nowadays, the stock markets are so changeable that few people invest in them.
5. The cost of the flood damage is impossible to measure in quantity.
6. Now he is in trouble. He should not have ignored your advice.
7. With globalization of products, goods are usually delivered through different modes of transport.
8. Having said how much she liked, she then continued to criticize the way I've done it.

III. Translate the following paragraphs into Chinese.

What is "Logistics"? The Council of Logistics Management defines logistics as 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. The logistics program prepares you for employment in a large number of different positions and types of firms across the entire supply chain.

All of the activities involved in moving goods to the right place at the right time (as opposed to manufacturing them) can be described under the broad terms, "logistics" or "distribution". The act of supervising or managing this far-reaching activity is generally known as "logistics management" or "distribution management". Those persons who work in this industry are generally referred to as "logistics managers" or "distribution managers".

#### IV. Discuss the following topics.

1. Give a brief account of the historical development of logistics.
2. What made logistics a well-recognized profession?
3. Work with your partner and try to tell the class what aspects logistics include.

---

## Text B

### The "L" in Logistics Stands for Location

In my always humble opinion, the "L" in logistics stands for location.

Many of the uninitiated think that to do logistics all you need is a warehouse, some inventory as well as the right people, equipment and systems to handle it. Modern logistics actually may also include packaging, transportation, strategic planning, material handling, forecasting and customer service. So what are some of the many factors that are important to take into account when choosing a location for your logistics operation?

First off you need to know all of the sources and destinations for the materials you will be handling, along with transportation modes, costs and service level



requirements/lead times for all players. This information is utilized to create a logistics location strategy and number of stocking locations model for the business.

However, once you've determined the correct strategic geographic and number of locations there're still many factors which must be taken into account in ultimate site/location selection.

The first is the availability of a workforce for your warehouse/distribution center.

You can build the greatest warehouse ever, but if you don't have a half decent pool of quality people to draw from, the operation will always be hamstrung by this deficiency. So in your location search, it's important to ensure a local workforce in the immediate area or that there's a reliable public transit service within commuting distance to communities with appropriate potential team members.

Please don't discount this one and just assume if you build it they will come. In fact I've even seen sites having to be relocated from one location to another simply for this reason, which was a very costly mistake and could potentially be your last if you're the person who made the incorrect initial site selection.

As well, when examining the people aspect of setting up a cost effective operation, you'll often find significant variances in what the average wage rate is from area to area which should also be taken into account as part of your planning process.

Secondly, your site needs to be either on, or very close to a major highway from a transportation perspective, otherwise you could incur significant extra transport costs to get your shipments both inbound and outbound if you're too far off the beaten path.

Again while we're talking transportation, many shippers working nationally or internationally will have a lot of intermodal freight, so proximity to intermodal terminals and/or ports also need to form part of the decision process.

Another important aspect of site location selection is the potential need for later site expansion, is there land adjacent that you can put in a "right of first refusal" position to ensure space is available should it be needed later?

Also, what are the building and land tax rates in the area you're contemplating location of your building? Even in the same metropolitan area I've run across some municipalities with extremely punitive rates which can negatively impact the overall cost of your operations.

These days, you can often find areas wishing to attract operations with tax holidays or significant rate reductions. Just make sure all the other needed elements described in this article are there before signing on the dotted line or the tax "bargain" you just got might cost you a lot more than you planned in other areas.