

# 物流英语 阅读教程

段云礼 主编



南开大学出版社

物流英语系列教材  
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# 物流英语阅读教程

English Reading For Logistics

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# 前 言

随着我国经济体制改革的深入发展、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,集现代运输、信息网络、仓储管理、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科学。

但是在我国,由于长期受“重商流”、“轻物流”理论思想的影响,物流发展严重滞后。为了加快我国物流业的发展,2001 年 3 月国家经贸委等六个部委联合下发了我国政府部门的第一个关于现代物流发展的指导性文件——《关于加快我国现代物流发展的若干意见》。可以预见,21 世纪将是物流大发展的时代,我国必将更进一步融入国际社会。

我国的物流教育也十分落后,这就造成了现代物流综合性人才、企业尤其是流通企业改造传统物流与加强物流管理、城市规划与物流系统运筹、第三方物流企业等的运行技术操作的人才严重匮乏,阻碍了经济的发展和经济效益的提高。据统计,物流人才是目前全国 12 种紧缺人才之一,物流规划人员、物流管理人员、物流研究人员以及物流师资全面紧缺。据预测:到 2010 年大专以上物流人才的需求量为 30 万~40 万人,物流技术操作和营销人才需求近 3 万人。如果我们不加快现代物流管理与技术人才的培养,终将成为我国现代物流产业发展的瓶颈,物流产业化就成了一句空话。

正是在这种背景下,《物流英语》系列教材应需而生。该系列教材成套出版,听、说、读、写共计四种,包括:

- 1、《物流英语阅读教程》
- 2、《物流英语听力教程》
- 3、《物流英语口语教程》
- 4、《物流英语写作教程》

此套教材的使用对象为大学本科生、研究生以及对物流英语感兴趣的读者。参加此套教材编写工作的教师来自南开大学、天津大学等七所院校，因此，本套教材是编者通力合作的结果。编者对在编写过程中提供宝贵帮助的各位同仁，对南开大学出版社的大力支持和帮助，在此一并表示诚挚的感谢。由于编者水平有限，书中错误或不妥之处在所难免，敬希读者批评指正。

编者

2004年10月

## 本书特色

《物流英语阅读教程》是《高校物流英语系列教材》之一，是一本适合我国高校本科生和研究生使用的物流专业英语教科书。它是南开大学、天津大学等七所院校教师工作的结晶。本书特色如下：

1. 课文材料新颖，选材广泛

本教程包括课文 18 课，案例 36 项，较全面地覆盖了物流专业的各个领域。所提供案例和课文内容相关，引人入胜。

2. 精心构思，编排合理

本教程既与我国精读教材的词汇联系，又包括了阅读技能、综合填空及英汉互译练习；既提供了课上教授内容，又为读者准备了课下精神食粮。

3. 读者欲真正学好物流英语，就应广泛涉猎与该专业有关的读物，扩大知识面，因此每课课文除练习外，还为读者准备了“与课文有关的词汇与短语”及“Know-How”等内容。

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# Unit 1

## Logistics and Management

### Part I In-Class Reading

#### Passage

#### The Mission of Logistics Management

The mission of logistics management is to plan and co-ordinate all those activities necessary to achieve desired levels of delivered service and quality at lowest possible cost. Logistics must therefore be seen as the link between the marketplace and the operating activity of the business. The scope of logistics spans the organization, from the management of raw materials through to the delivery of the final product. The following illustrates this total systems concept.

---

Suppliers   Procurement   Operations   Distribution   Customers

---

Logistics management, from this total systems viewpoint, is the means whereby the needs of customers are satisfied through the coordination of the materials and information flows that extend from the marketplace, through the firm and its operations and beyond that to suppliers. To achieve this company-wide integration clearly requires a quite different orientation than that typically encountered in the

conventional organization.

For example, for many years marketing and manufacturing have been seen as largely separate activities within the organization. At best they have coexisted, at worst there has been open warfare. Manufacturing priorities and objectives have typically been focused on operating efficiency, achieved through long production runs, minimized set-ups and change-overs and product standardization. On the other hand marketing has sought to achieve competitive advantage through variety, high service levels and frequent product changes.

In today's more turbulent environment there is no longer any possibility of manufacturing and marketing acting independently of each other. The internecine disputes between the "barons" of production and marketing are clearly counter-productive to the achievement of overall corporate goals.

It is no coincidence that in recent years both marketing and manufacturing have become the focus of renewed attention. Marketing as a concept and a philosophy of customer orientation now enjoys a wider acceptance than ever in the western world. It is now generally accepted that the need to understand and meet customer requirements is a prerequisite for survival. At the same time, in the search for improved cost competitiveness, manufacturing management has been the subject of a massive renaissance. The last decade has seen the rapid introduction of flexible manufacturing systems (FMS), of new approaches to inventory based on materials requirements planning (MRP) and just-in-time (JIT) methods and, perhaps most important of all, a sustained emphasis on quality.

Equally there has been a growing recognition of the critical role that procurement plays in creating and sustaining competitive advantage as part of an integrated logistics process. Leading-edge organizations now routinely include supply-side issues in the development of their strategic

plans. Not only is the cost of purchased materials and supplies a significant part of total costs in most organizations, but there is a major opportunity for leveraging the capabilities and competencies of suppliers through closer integration of the buyers, and the suppliers' logistics processes.

In this scheme of things, logistics is therefore essentially an integrative concept that seeks to develop a system-wide view of the firm. It is fundamentally a planning concept that seeks to create a framework through which the needs of the marketplace can be translated into a manufacturing strategy and plan, which in turn links into a strategy and plan for procurement. Ideally there should be a "one-plan" mentality within the business which seeks to replace the conventional stand-alone and separate plans of marketing, distribution, production and procurement. This, quite simply, is the mission of logistics management.

## Glossary

1. **baron** /'bærən/ *n.* one having great wealth, power, and influence in a specified sphere of activity 男爵, 贵族; 巨商, 工业巨头; 大王
2. **coexist** /kəuɪg'zɪst/ *v.* exist together, at the same time, or in the same place 共存
3. **competency** /'kɒmpɪtənsi/ *n.* 资格, 能力
4. **conventional** /kən'venʃənəl/ *adj.* based on or in accordance with general agreement, use, or practice; customary 惯例的, 常规的, 习俗的, 传统的
5. **coordinate** /kəu'ɔ:dɪnɪt/ *v.* organize an activity so that the people involved in it work well together and achieve a good result 协调, 使配合
6. **coordination** /kəu'ɔ:dɪneɪʃən/ *n.* work together to make more effectiveness 协调



7. **flow** /fləu/ *n.* moving or running smoothly with unbroken continuity, as in the manner characteristic of a fluid 流程, 流动
8. **framework** /'freimwə:k/ *n.* structure for supporting or enclosing something else, especially a skeletal support used as the basis for something being constructed 构架, 框架, 结构
9. **integration** /'inti'greɪʃən/ *n.* the combining of two or more things so that they work together effectively 整合, 综合
10. **internecine** /'intə'ni:sain/ *adj.* of or relating to struggle within a nation, an organization, or a group 互相残杀的, 两败俱伤的, 内部冲突的
11. **inventory** /'inventəri/ *n.* quantity of goods and materials on hand; stock 库存; 物资清单; 物资清单备品目录
12. **leverage** /'li:vəridʒ, 'le-/ *v. & n.* spread or use resources (=money, skills, buildings etc. that an organization has available), ideas etc. again in several different ways or in different parts of a company, system etc.; influence that you can use to make people do what you want; use of credit or borrowed funds to improve one's speculative capacity and increase the rate of return from an investment, as in buying securities on margin 影响; 浮动股息, 外贸杠杆作用, 杠杆比率, 财务杠杆作用, 平衡作用, 投机能力
13. **logistics** /lə'dʒistiks/ *n.* branch of military operations that deals with the procurement, distribution, maintenance, and replacement of materiel and personnel 物流
14. **marketplace** /'mɑ:kɪt'pleɪs/ *n.* an open area or square in a town where a public market or sale is set up 市场, 商场; the world of business and commerce 商贸界
15. **orientation** /ɔ:rən'teɪʃən/ *n.* the angle or position of an object, or the direction in which it is facing; the type of activity or subject that a person or organization seems most interested in and gives most attention to 方向, 方位; 定位; 倾向性