

高等学校规划教材

国家双语教学示范课选用教材

CONTEMPORARY
LOGISTICS

现代物流

(双语)

主 编 王淑云
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Contemporary Logistics

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内 容 提 要

本书是在《现代物流》(英汉对照)基础上而进行的全面整合和补充完善,为国家双语教学示范课规划教材。全书共十个单元,每个单元包括英文知识,单词与短语,难点注释,思考题,阅读材料和中文翻译。英文内容主要是现代物流和供应链管理的最新理论及主要物流功能管理的知识精要;思考题紧扣专业内容;阅读材料着重强调了国际物流知识,以便更好地服务于国际商务。为了增强对该书内容的理解,本课程开辟了专门的课程网站,配有全程教学视频(xdwl.ytu.edu.cn)。

本书可作为普通高等学校、高等职业技术学院物流管理专业、交通运输管理专业、工商管理专业和国际经济与贸易等专业的双语教材或专业英语教材,亦可作为工业企业,商贸企业和物流企业的从业人员在物流实践中的参考用书。

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前 言

21 世纪是经济全球化的时代,社会经济发展对教育事业提出了更高要求。教育部在《关于加强高等学校本科教学工作教学质量的若干意见》中指出,“为适应经济全球化和科技革命的挑战,本科教育要创造条件使用英语等外语进行公共课和专业课教学。对高新技术领域的生物技术、信息技术等专业,以及为适应我国加入 WTO 后需要的金融、法律等专业,更要先行一步,力争 3 年内,外语教学课程达到所开课程的 5% ~ 10%”。为了贯彻落实教育部的文件精神,许多高校纷纷开设“双语”课程,用英语进行公共课和专业课教学,并积极投入到双语教学课程建设之中。

现代物流无论作为产业发展还是学科发展,在国际上起步早,发展成熟。然而,在我国直到 20 世纪末才得以重视和发展。社会上急需集综合性、应用性与较高英语水平为一体的复合型物流人才。开展《现代物流》双语教学势在必行。

借《现代物流》获批 2009 年度国家双语教学示范课程建设项目的东风,课程组对《现代物流》进行了修订补充,以期更好地满足社会需要。

《现代物流》(双语)修订版是在《现代物流》(英汉对照)基础上,而进行的全面整合和补充完善。与原版相比,不仅知识与时俱进,而且图文并茂。全书由十个单元组成,每个单元又分英文知识,单词,短语与表达,难点注释,思考题,补充材料和中文翻译等部分。英文内容主要是现代物流和供应链管理的最理论及主要物流功能管理的知识精要;思考题紧扣相关内容旨在促进有关知识的掌握;阅读材料着重强调了国际物流知识,以更好地服务于国际商务。

全书由王淑云提出修订再版的总体构想,并负责主要撰写任务和统稿工作。李艳丽对本书的第二、第九和第十单元进行了修订和补充,张东芳对本书的第五、第六和第八单元进行了修订和补充。任立停和赵天鹏负责本书图表的绘制工作,张帅和陈静编写了部分练习与思考题并参与了全书的校对工作。

本书既可作为普通高等学校、高等职业技术学院物流管理专业、交通运输管理专业、工商管理专业和国际经济与贸易等专业的双语教材或专业英语教

材,亦可作为工业企业,商贸企业和物流企业的从业人员在物流实践中的参考用书。

本书在撰写过程中得到了人民交通出版社高培编辑的大力支持,在此表示衷心感谢。

由于作者水平有限,错误在所难免,敬请读者批评指正。

作者

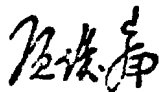
2010年2月

序

物流、商流、信息流被称为经济运行的三大支撑。21 世纪以来,我国政府对物流业的发展愈加重视。“十一五”规划把“物流”列入要大力发展的现代服务业。2009 年物流业又作为唯一的服务业,纳入国务院十大产业调整和振兴规划。现代经济的发展很大程度上取决于物流水平,而物流水平又取决于适应现代社会发展需要的新型物流人才的数量和质量。20 世纪 90 年代以来,我国高等学校的物流教育开展得很快,但物流人才的培养数量同物流产业升级、对外开放和迅速发展所产生的人才需求相比,总体规模依然很小,物流专业人才已被列为我国 12 类紧缺人才之一。质量上,理论与实践脱节现象严重,应用型及复合型国际物流人才的培养比较薄弱,难以满足市场需求。鉴于此,现代物流非常适合选用双语教学。既获得先进的物流知识又能与国际快速接轨。

多年来,作者对发达国家物流理论的发展动向、理念进行了潜心研究,对我国物流业的发展提出了很多有益见解。作者致力于现代物流的双语课程建设也颇有成效,为物流类惟一的国家级双语课程建设项目。《现代物流》一书,结构严谨、内容新颖、实用性强。在结构编写上,从物流供应链管理理论出发,介绍了物流主要功能管理精要,并对绩效管理方法和一体化物流管理成效进行了分析,为物流供应链管理提供了系统性知识体系;在内容上,引入了国际上最新的物流与供应链管理理论与实务,有助于更好地借鉴国外先进的管理方法和经验,加快我国现代物流业的发展;在形式上,采用双语的方式,便于高等学校的物流管理、工商管理、国际经济与贸易、交通运输等专业学生及广大从业人员更好地掌握物流精髓,实践物流业务和提高国际竞争力。

中国工程院院士



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Unit 1

What is Logistics Management?

The definition of logistics

The Council of Logistics Management (1985) defined the logistics as 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 conforming to the customer needs.

In practice, the terms “logistics” and “supply chain management” are now used interchangeably, so the Institute of Logistics (1998) can give the following definitions:

Logistics is the time related positioning of resource or the strategic management of the total supply chain. The supply chain is a sequence of events intended to satisfy a customer. It can include procurement, manufacture, distribution, and waste disposal, together with associated transport, storage and information technology.

The Council of Supply Chain Management Professionals (CSCMP, 2005) defined logistics management as the follows:



“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.”

Included within the definition of logistics are customer service, traffic and transportation, warehousing and storage, plant and warehouse site selection, inventory control, order processing, distribution communications, procurement, material handling, parts and service support, salvage and scrap disposal, packaging, return goods handling, and demand forecasting. Figure 1-1 illustrates the components of logistics management.

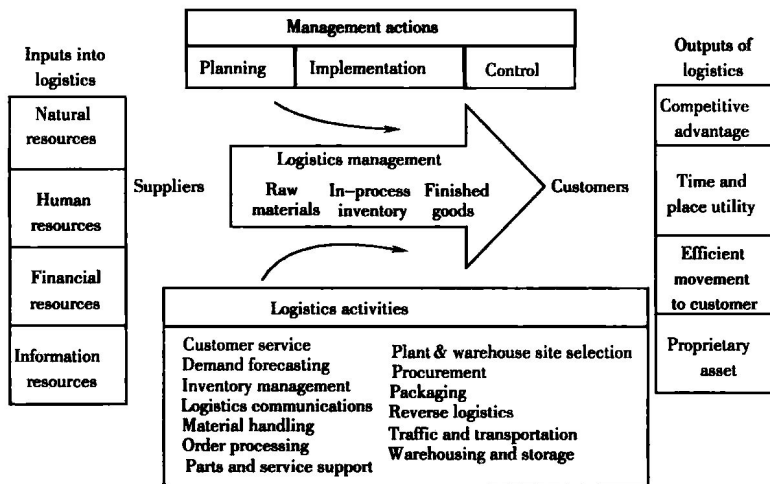


Figure 1-1 Components of Logistics Management

Efficient management of the flow of goods from point-of-origin to point-of-consumption at the macro society or micro firm levels requires successfully planning, implementing, and controlling a multitude of logistics activities. The activities may involve raw materials (subassemblies, manufactured parts, packing materials, basic commodities), in-process inventory (product partially completed and not yet ready for sale), and finished goods (completed products ready for sale to intermediate or final customers). Effective logistics management enhances the marketing effort of the firm which can create competitive advantage in the marketplace, the

efficient movement of products to customers, and time and place utility of products. It can be treated, in accounting terms, as a proprietary asset of the company.

Logistics Provides Competitive Advantages

As part of the company's marketing effort, logistics plays a key role in satisfying the firm's customers and achieving a profit for the company as a whole. Logistics' ability to provide customer service, coupled with marketing's skill in generating and completing sales, create an acceptable level of customer satisfaction, which can lead to a differential advantage in quality, uniqueness.

Integrated effort requires that company coordinate its marketing activities (product, price, promotion, and distribution) to achieve synergistic results: the total should be greater than the sum of its parts. Long term profitability and lowest total cost leadership advantages will occur. Wal-mart, Southwest airlines, Generic Drugs are examples.

Information connectivity created the potential for developing responsiveness in reliability, quickness, flexibility, etc. e. g. , Dell, Overnight delivery services.

Through the competitive advantage obtained, the company market share can be attracted. The philosophy is as Figure 1-2.

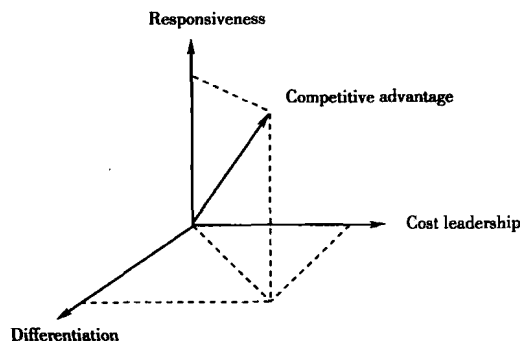


Figure 1-2 Strategy for Competitive Advantage

Logistics Adds Time and Place Utility

Manufactured products possess some value or utility because an assemble item is worth more than its unassembled components or raw materials. A completed auto-



mobile, for example, is much more valuable to a consumer than its unassembled parts. The value, or utility, of making materials available in a completed state is called form utility. To the consumer, however, the product not only must have form utility, it must be in the right place, at the right time, and be available to purchase. The value added to products beyond that added by manufacturing, is called place, time and possession utility. The logistics activity provides place and time utility, while marketing provides possession utility.

Logistics Allows Efficient Movement to the Customer

Efficient movement to customers is referred to the “five rights” of a logistics system. The five rights include the supply of the right product at the right place at the right time in the right condition for the right cost to those customers consuming the product. Figure 1-3 illustrates that logistics is an important component of business that must be managed effectively.

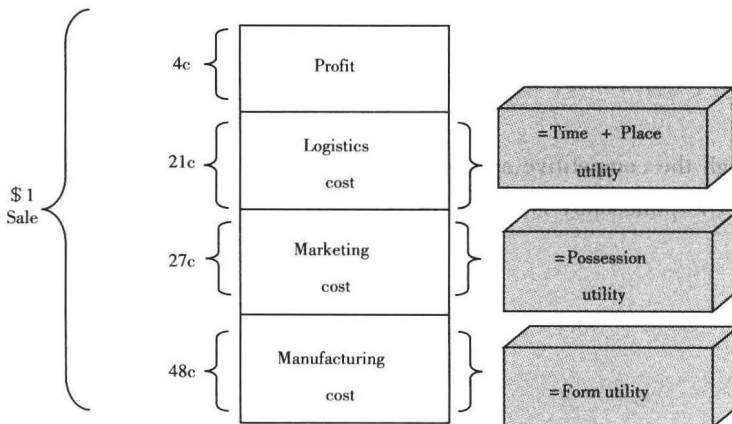


Figure 1-3 Major Costs of Doing Business and Utilities

Logistics is a Proprietary Asset

An efficient and economical logistics system is similar to a tangible asset on a corporation's books. And it cannot be readily duplicated by the firm's competitors. If a company can provide its customers with products quickly and at low cost, it can gain market share advantages over its competitors. It might be able to sell its product at a lower cost as a result of logistics efficiencies, or provide a higher level of customer service, thereby creating goodwill. Although no firms presently identi-

fy this “Asset” in their balance sheets, it theoretically could be shown as an intangible asset, a category that includes such items as patents, trademarks, and reputations.

The origin and development of logistics

In 1901, John F. Crowell discussed the costs and factors affecting the distribution of farm products in the U. S. government’s Report of the Industrial Commission on the Distribution of Farm Products.

In 1905, Chauncey B. Bake discussed logistics in his book “Armed Forces and Army Supplies Transportation”.

In 1916, Arch W. Shaw discussed the strategic aspects of logistics in his book “Approach to Business Problem”.

During the Second World War, logistics management was used meaning supply, distribution and replacement of materials and personnel for the armed forces.

In the 1950s, physical distribution was further developed in business. In this period, P. D was introduced from USA in the late 1950s to Japan.

In the 1960s, logistics was studied from a system’s or company-wide perspective (contemporary logistics).

During the late 1960s and into the 1980s, a lot of textbooks, articles, journals and conferences were devoted to the subject of logistics management. Logistics was introduced to China in the early 1980s from Japan.

In the 2000s, the development of IT has made logistics management more efficient and effective and devoted to supply chain logistics.

The characteristics of logistics

Value Added

Value added services refer to unique or specific activities that firms can jointly develop to enhance their efficiency and/or effectiveness. Value-added services help foster customer success. Because they tend to be customer-specific, it is difficult to generalize all possible value-added services.

When a firm becomes committed to value-added solutions for major customers, it rapidly becomes involved in customized or tailored logistics. It is doing unique things to enable specific customers to achieve their objectives. IBM’s ability to pro-