

面向“十二五”高职高专规划教材

物流英语

• LOGISTICS

李莉 魏宝红 主编



中央广播电视大学出版社

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物流英语

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前 言

PREFACE

伴随经济的发展,我国的对外贸易量日益增加,物流业的重要性也越来越突出,同时我国对物流人才的需求缺口不断加大。然而,目前我国物流业却面临这样一个问题:虽然多数物流从业人员具有较为扎实的专业知识,但英语水平,尤其是物流专业英语水平相对较低。因此尽快提高物流从业人员的英语水平就成为当务之急。为提高物流从业人员物流英语水平,编者倾心编写了该书。

本书内容主要包括:物流概述(Overview of Logistics)、供应链管理(Supply Chain Management)、运输(Transportation)、仓库管理(Warehouse and Inventory Management)、包装(Packaging)、物流信息(Logistics Information)、第三方物流(the Third-party Logistics)、采购管理(Procurement Management)、客户服务(Customer Service)、物流档案(Logistics Documentation)、国际物流(International Logistics)、物流通讯(Logistics Telecommunication)。

本书突出实用性和专业性。本书概述物流行业中常用的名词及概念,选取与当前的物流工作联系紧密的内容逐步讲述,还对部分内容配图表说明,以使读者能全面了解物流运营的各个层面。

本书具有以下特点:

1. 明确物流英语的基本概念。本书强调基本概念和基本原理,这有利于学生迅速把握物流英语的重要内容。

2. 呈现最实用、最前沿的物流业务知识。本书以物流流程为线索,展示物流整体操作程序。



3. 文字浅显, 方便掌握。在编写过程中, 编者使用比较浅显的物流英语专业用语和简练的英语表达方式, 便于学生掌握物流专业知识; 还仔细列出在阅读过程中学生可能遇到的生词 (New Words)、专有名词和难句的中文释义 (Notes), 帮助学生理解全书内容。

本书可作为物流专业英语课程的教学用书, 也可作为物流从业人员及相关专业工作者学习物流英语的指导材料。

本书由湖南铁道职业技术学院李莉、西安铁路职业技术学院魏宝红担任主编, 上海电视大学莫亚文担任副主编。编写分工如下: Chapter 1 ~ 6 由李莉编写, Chapter 7 ~ 10 由魏宝红编写, Chapter 11 ~ 12 由莫亚文编写, 另外, 黑龙江交通职业技术学院的张淼参与本书 New Words 及 Notes 内容的编写。

编者在本书编写过程中参考大量有关资料, 对所引用资料的作者及为本书提供帮助的热心人士, 在此表示最衷心的感谢。

由于编者水平有限, 书中难免存在不妥之处, 敬请广大读者批评指正。

编 者
2012 年 5 月

目 录

CONTENTS

Chapter 1 Overview of Logistics

Unit 1 the Definition of Logistics	1
Unit 2 Activities in Logistics System	4

Chapter 2 Supply Chain Management

Unit 1 Introduction to Supply Chain Management	8
Unit 2 Development of Supply Chain Management	16
Unit 3 Attributes of Supply Chain Management	21

Chapter 3 Transportation

Unit 1 Introduction to Transportation	27
Unit 2 Transport Modes	29
Unit 3 Transportation Modal Choice and Intermodal Services	32

Chapter 4 Warehouse and Inventory Management

Unit 1 Introduction to Warehouse Management	37
Unit 2 Basic Warehousing Operations	42
Unit 3 Introduction to Inventory Management	43
Unit 4 Inventory Control Approaches	46

Chapter 5 Packaging

Unit 1 Introduction to Packaging	51
Unit 2 Packaging Techniques	54

Chapter 6 Logistics Information

Unit 1 Functions of Logistics Information System	63
Unit 2 Information Technology in Logistics	65

Chapter 7 the Third-party Logistics

Unit 1 Overview of the Third-party Logistics	71
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Unit 2	Advantages and Disadvantages of the Third-party Logistics.....	74
Chapter 8	Procurement Management	
Unit 1	the Definition and Role of Procurement	76
Unit 2	Purchasing Management.....	79
Chapter 9	Customer Service	
Unit 1	Introduction to Logistics Customer Service	83
Unit 2	Customer Relationship Management.....	86
Chapter 10	Logistics Documentation	
Unit 1	Introduction to Documentation	89
Unit 2	Main Logistics Documentation.....	91
Unit 3	Logistics Contract.....	95
Chapter 11	International Logistics	
Unit 1	International Trade and International Logistics	100
Unit 2	Components of International Logistics Management	106
Unit 3	International Logistics Infrastructure.....	116
Unit 4	International Logistics Intermediaries and Logistics Aliances	119
Chapter 12	Logistics Telecommunication	
Unit 1	Telex	124
Unit 2	Fax	126
Unit 3	E-mail	127
Reference		131

Chapter 1 Overview of Logistics

Learning Points



- Understand the definition of logistics.
- Learn the activities in logistics system.
- Know about logistics career.

Unit 1 the Definition of Logistics

1. Definition of Logistics

At present, **Logistics** is becoming a hot topic in China even the whole world, at the same time, more and more people have interest in it.¹ Although it is anything but a newborn baby, lots of people still have limited awareness of and knowledge about logistics. People tend to *refer* logistics as the flow of goods, yes, it is partly right, but logistics is much more than that. So how to make a definition of logistics correctly?

When you look up the term “logistics”, you might surprise to find out there are *various* definitions of different editions, and each has slightly different meaning.

We, in this book, use the current definition provided by the **Council** of Supply Chain Management Professionals (CSCMP, previously known as Council of Logistics Management) — one of the world’s most *prominent* organizations for logistics professionals, to avoid *potential* misunderstanding about the meaning of logistics.²

According to CSCMP, logistics is 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 meeting customer requirements.

2. Analysis of Logistics Definition

It is so long a definition that we should analyze it in closer details to understand it better.

It is a process of “plan, implement, and control”

First, logistics is a process of “plan, *implement*, and control”. Of particular importance is the word “and”, which suggests that logistics should be *involved* in all three activities—planning, implementing, and controlling, not just one or two. Some suggest, however, that logistics should be more involved in the implementation than in the planning of certain logistical policies.

Refer to “efficient and effective flow and storage”

Note that the definition also refers to “efficient and effective flow and storage”. Broadly speaking, effectiveness can be thought of as “how well does a company do what they say they are going to do?” For example, if a company promises that all orders will be shipped within 24 hours of *receipt*, what percentage of orders are actually shipped within 24 hours of *receipt*? In contrast, efficiency can be thought of as how well (or poorly) company resources are used to achieve what a company promised it could do.

Involves “goods, services, and related information”

The definition also indicates that logistics involves the flow and storage of “goods, services, and related information”. (Fig. 1-1) Indeed, in the *contemporary* business environment, logistics is as much about the flow and storage of information as it is about the flow and storage of goods. Advances in information technology make it increasingly easy—and less costly—for companies to obtain important information to make logistical decision.

Purpose of logistics is to meet customer requirements

Last but not the least, the definition indicates that the purpose of logistics is to meet customer requirements.

This implies that logistics strategies and plans should be based upon customer wants and needs. Therefore, management must first find out what those wants and needs are, through communicating with customers to learn about their requirements.

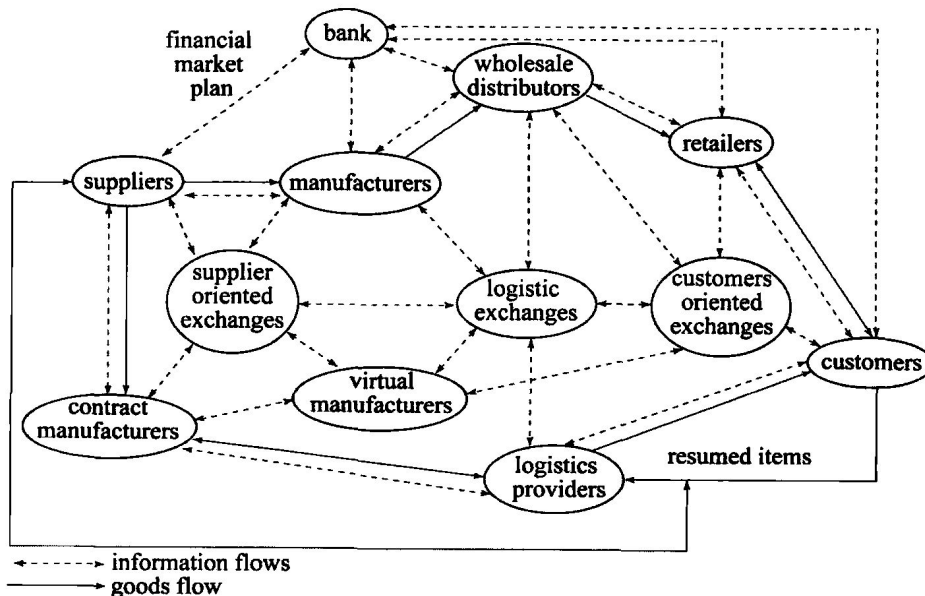


Fig. 1-1 goods and information flow

New Words



- logistics [ləu'dʒɪstiks] *n.* 物流学, 后勤学, 后勤
 refer [ri'fɜː] *vt.; vi.* 提交, 谈及, 归于……; 指点查阅, 咨询
 various ['vɛəriəs] *adj.* 不同的, 各种各样的, 多方面的
 prominent ['prɒmɪnənt] *adj.* 卓越的, 显著的
 potential [pə'tenʃəl] *adj.; n.* 潜在的, 可能的; 潜能, 潜力
 consumption [kən'sʌmpʃən] *n.* 消费, 消费量
 implement ['implɪmənt] *vt.* 贯彻, 实现
 involved [in'vɒlvd] *adj.* 有关的、牵扯在内的
 receipt [ri'si:t] *n.; v.* 收条, 收据, 收到; 收到
 contemporary [kən'tempərəri] *adj.* 现代的, 当代的

Notes



1. Logistics is becoming a hot topic in China even the whole world, at the same time, more and more people have interest on it.

当前, 物流在中国乃至全世界正成为一个热门话题, 同时, 越来越多的人对物流产生兴趣。

be becoming: 逐渐成为……

2. We, in this book, use the current definition provided by the Council of Supply Chain Management Professionals (CSCMP, previously known as Council of Logistics Management) —one of the world's most prominent organizations for logistics professionals, to avoid potential misunderstanding about the meaning of logistics.

在本书中, 为避免对物流的含义产生误解, 我们采用了美国供应链管理专业协会 (CSCMP, 曾被称为美国物流协会) 所给的定义。该协会是世界上物流领域最著名的组织之一。

提示:

美国供应链管理专业协会 (CSCMP) 1963 年在美国芝加哥成立, 原名为美国实物配送协会, 1983 年更名为美国物流协会 (Council of Logistics Management, CLM), 2005 年 1 月 1 日更名为美国供应链管理专业协会。该协会是美国和世界上物流和供应链管理领域最有影响的专业性组织, 在 15 个国家有 81 个分会。该协会的宗旨是通过发展、提升物流与供应链知识以服务于物流供应链行业。

Unit 2 Activities in Logistics System

In this part, we will briefly describe some activities of a logistics system as below.

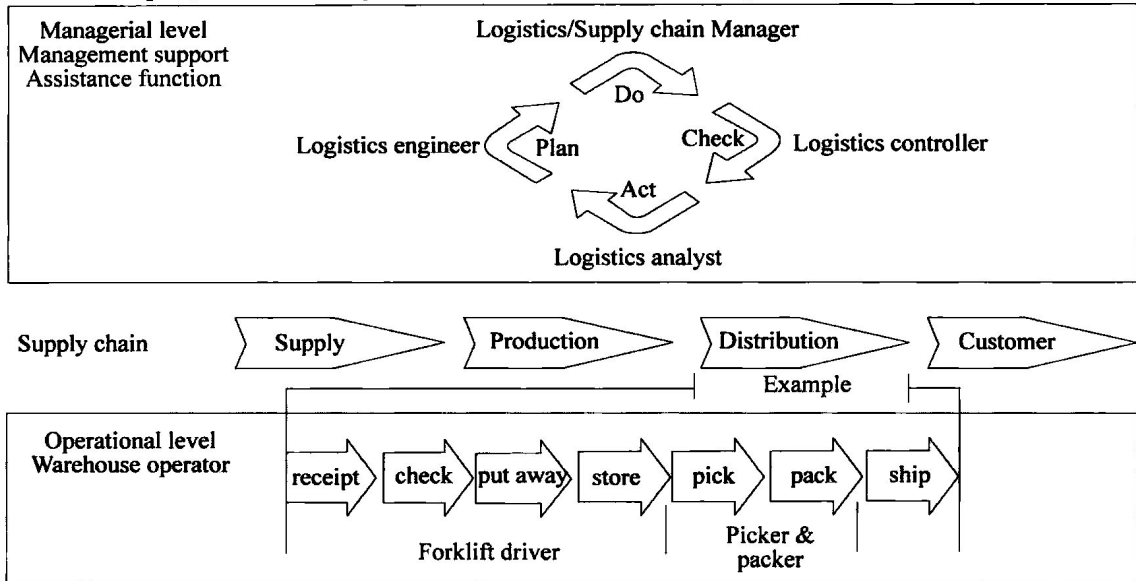


Fig. 1-2 activities in logistics system

1. Customer service

Generally speaking, customer service is the most important part of any organization's logistics activity. In a broad sense, it is the output of the entire logistics effort; that is, customer service and some resulting level of satisfaction are what the logistics system *ultimately* for the buyers.¹ However, many organizations do have a narrow view of customer service as something they actually perform. For example, a firm may have a customer service department or customer service employees that handle complaints, special orders, damage claims, returns, billing problems, etc. For all intentions and purposes, role in the *overall* logistics system becomes crucial.

2. Inventory management

The products on hand cannot always satisfy the customers' wants. Inventory management aims to deal with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them. So managers must decide whether they need additional products in a given market and, if so, how many of these items. Successful inventory control involves *determining* the level of inventory necessary to achieve the desired level of customer service while considering the cost of performing other logistics activities.

3. Procurement management

Procurement is crucial in a firm's manufacturing and logistics processes. It is acquisition of material and services to ensure the operating effectiveness of the firm's manufacturing and logistics processes. The procurement function includes the selection of supply source locations, determination of the form in which the material is to be acquired, timing of *purchases*, price determination, quality control, and many other activities.

4. Warehousing management

We have said that firms should to balance the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them. Warehousing refers to places where inventory can be stored for a *particular* period of time. In the past decades, important changes have occurred with respect to the role of warehousing in contemporary logistics system.²

5. Packaging

Packaging plays very important role in logistics processes. It performs two basic functions, including marketing and logistics. In a marketing sense the package acts as a form of promotion or advertising. Its size, weight, color, and printed information attract customers and convey knowledge about the product. From the perspective of logistics, packaging just protects the product from damage and makes it easier to store and move products.

6. Transportation management

Transportation refers to managing the movement of products and includes activities such as selecting the method of shipment (air, rail, water, pipeline, truck); choosing the specific path; complying with various local, state and federal transportation regulations; and being aware of both domestic and international shipping requirements.³

7. Material handling

It is concerned with every aspect of the movement or flow of raw material, in-process inventory, and finished goods with a plant or warehouse.⁴ The objectives of material handling are:

- To eliminate handling wherever possible.
- To minimize travel distance.
- To minimize goods in process.
- To provide uniform flow free of bottle necks.
- To minimize losses from wasting, breaking, spoiling and thieving.

8. Salvage and scrap disposal

Salvage and *scrap disposal* can also be included under logistics because waste material is a by-product of the logistics process. If this material can not be used to produce other products, it must be disposed of in some manner. Whatever the by-product is (scrap, residue, or radioactive waste) the logistics process must effectively and efficiently handle, transport, and *store* it. If the by-product is reusable or recyclable, logistics administers its transportation to re-manufacturing or reprocessing locations.

9. Production planning

It can be concluded under logistics because manufacturing need **component** and raw materials in order to make finished goods that are, in turn, demanded by a customer. Thus, production planning is at the center of the entire logistics system. Yet it is often viewed as a stand-alone entity with its own objective and agenda.⁵

10. Information management

Information is what links all areas of logistics system together. The development of Information Technology resulted in price reducing of computers and software, which has become affordable even to small organizations. Firms are linking their internal logistics information systems with those of their suppliers, customers and other partners. Such an open exchange of information can result in faster order placement, quicker delivery, and greater accountability throughout the logistics process.

New Words

ultimately ['Altimitli] *adv.* 最终的

overall ['əuvərɔ:l] *adj.* 全部的

determining *adj.* 决定的

purchases ['pə:tʃəs] *n. ; v.* 采购

particular [pə'tikjulə] *adj. ; n.* 特定的, 专指的, 特殊的; 详情, 细节

scrap [skræp] *n.* 残余物, 废料

disposal [dis'pəuzəl] *n.* 处置权, 处理

store [stɔ:] *v.* 存储

component [kəm'pəunənt] *n.* 零件, 组成部分

Notes

1. In a broad sense, it is the output of the entire logistics effort; that is, customer service and some resulting level of satisfaction are what the logistics system ultimately for the buyers.

从广义上讲, 它是整个物流的产出, 也就是说, 客户服务及其满意程度应是物流系统最终为消费者提供的产品。

2. Warehousing refers to places where inventory can be stored for a particular period of time. In the past decades, important changes have occurred with respect to the role of warehousing in contemporary logistics system.

仓储是指一段时间内能用来存储存货的地方, 过去十年中, 仓储在现代物流系统中的角色发生了重要的变化。

3. Transportation refers to managing the movement of products and includes activities such as selecting the method of shipment (air, rail, water, pipeline, truck); choosing the specific path; complying with various local, state and federal transportation regulations; and being aware of both domestic and international shipping requirements.

运输是指物品从一点向另一点的物理移动。运输包含选择运输方式（空运、铁路运输、水运、管道运输和卡车货运）和路线，遵守各地方和国家交通法规以及了解国内外的物流需求。

4. It is concerned with every aspect of the movement or flow of raw material, in-process inventory, and finished goods with a plant or warehouse.

物料搬运指的是原料、制品库存和在同一工厂或仓库成品的移运。

5. It can be concluded under logistics because manufacturing need component and raw materials in order to make finished goods that are in turn, demanded by a customer. Thus, production planning is at the center of the entire logistics system. Yet it is often viewed as a stand-alone entity with its own objective and agenda.

这一活动被归入物流范畴是因为生产这一环节需要将零配件和原料制作成成品，而成品的生产是以满足顾客的需要为目的。所以生产计划处于物流过程的中心。然而这一活动也常常被看成是独立的并有着自己的目标和进程的实体。



Work Out

1. Answer the following questions.

(1) Is logistics a new concept? If it is not, do you know anything about the origin and history of logistics? Please share the information you have with your group member.

(2) What do you think of the literal meaning of logistics?

(3) Some people think logistical professionals should get higher salary. Do you agree?

2. Translate the following sentences into Chinese.

They can, also be included under logistics because waste material is a by-product of the logistics process. If this material cannot be used to produce other products, it must be disposed of in some manner. Whatever the by-product is (scrap, residue, or radioactive waste), the logistics process must effectively and efficiently handle, transport, and store it. If the by-product is reusable or recyclable, logistics administers its transportation to re-manufacturing or reprocessing locations.

Chapter 2 Supply Chain Management

Learning Points



- Learn about the definition of supply chain.
- Get the idea of supply chain management.
- Understand attributes of supply chain management.

Unit 1 Introduction to Supply Chain Management

In this part, we define supply chain and supply chain management first before going deep into the supply chain concept. Supply chains consist of a number of different parties and include the end customers. Supply chain management requires companies to adopt an enterprise-to-enterprise point of view.

1. Introduction to supply chain

The supply chain exists between suppliers and customers, and it is the *series* of links and shared processes.

All activities from the *acquisition* of raw materials to the delivery of finished goods to the end consumers involved in these links and processes. Raw materials enter into a manufacturing organization via a supply system and are transformed into finished goods. The finished goods are then supplied to *consumers* through a *distribution* system. Generally, several companies are linked together in this process, each adding value to the product as it moves through the supply chain.

Actually, all companies or organizations with which the focal company interacts directly through its suppliers or end-users included the participation of a supply chain. In any given supply chain there is some combination of companies who perform different functions. There are companies that are suppliers, manufacturers, distributors or *wholesalers*, *retailers*, and companies or individuals who are the customers, the final consumers of a product. Supporting these companies there will be other companies that are service providers that provide a range of needed services. (Fig. 2-1)

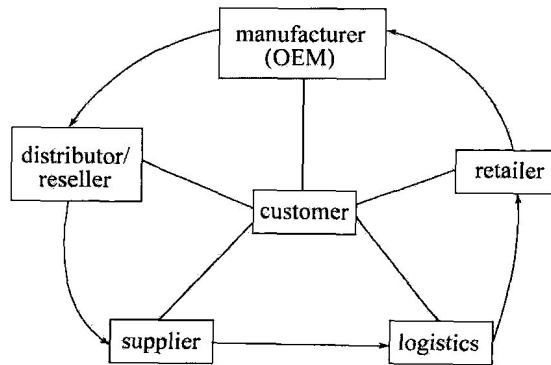


Fig. 2-1 supply chain

However, to make a very **complex** supply chain network more manageable, the basic participants of a supply chain can be summarized as follows:

(1) Suppliers. They are organizations that provide goods and/or services to a purchasing organization (a manufacturer or a distributor).

(2) Manufacturers (producers). They are the companies that make a product. This includes companies that are producers of raw materials and companies that are producers of finished goods. Producers can also create products of those **intangible** items such as music, entertainment, software, or designs.

(3) Distributors. Distributors are also known as wholesalers, they take inventory in bulk from producers and deliver a bundle of related product lines to customers as their work, and they sell products in larger quantities than an individual consumer would usually buy. In addition, they also undertake such functions as management, warehouse operations, and product transportation as well as customer support and post-sales service.¹

(4) Retailers. They are companies that keep inventory and sell in small quantities to the public. These organizations also closely track the preferences and demands of the customers that they sell to. They advertise to their customers and often use some combination of price, product selection, service, and convenience as the primary draw to attract customers for the products they sell.²

(5) Customers. They are some organizations that purchase and use a product. A customer organization may purchase a product in order to incorporate it into another product that they in turn sell to other customers.³ Or a customer may be the final user of a product who buys the product in order to consume it. (Fig. 2-2)

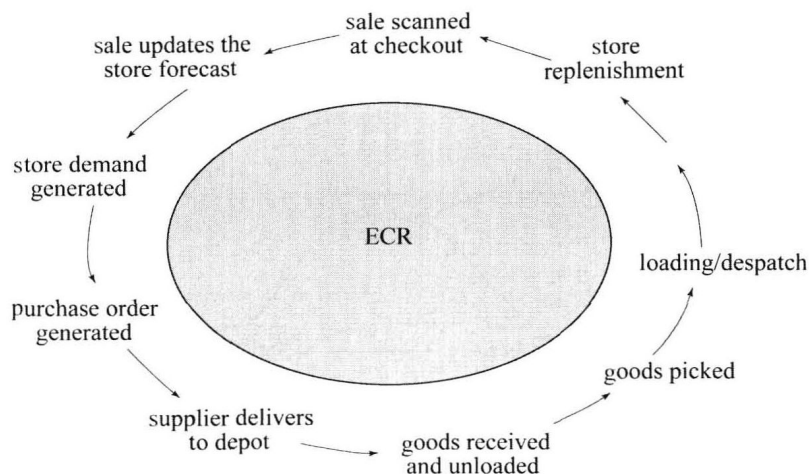


Fig. 2-2 supply chain cycle

(6) Service providers. They are organizations that provide services to producers, distributors, retailers, and customers. Service providers have developed special expertise and skills that focus on a particular activity needed by a supply chain. Some, common service providers in any supply chain are providers of transportation services and warehousing services. Financial service providers deliver services such as making loans, doing credit analysis, and collecting on past due *invoices*.⁴ Some providers offer product design, market research and advertising services. Still other service providers offer information technology and data collection services.

2. Characteristics of supply chains

Therefore, most supply chains exhibit the following basic characteristics. (Fig. 2-3)

- The supply chain includes all activities and processes to supply a product or service to a final customer.
- Any number of companies can be linked in the supply chain.
- A customer can be a supplier to another customer so the total chain can have a number of supplier-customer relationships.
- While the distribution system can be direct from supplier to customer, depending on the products, and markets, it can contain a number of distributors such as wholesalers, warehouses, and retailers.⁵
- Products or services usually flow from supplier to customer. *Likewise*, design and demand information usually flows from customer to supplier. (Physical products move “downstream”, while demand information flows “upstream”.)

A supply chain has three key parts: supply focuses on the raw materials supplied to manufacturing, including how, when, and from what location. Manufacture focuses on *converting* these raw materials into finished products. Distribution focuses on ensuring these products to reach the consumers through an organized network of distributors, warehouses, and retailers.