



高职高专物流管理专业系列教材
物流企业在岗岗位培训系列教材

北京市高等教育精品教材立项项目

物流英语

(第3版)

王 艳 主 编



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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内 容 简 介

本书自出版以来,因写作质量高,注重与时俱进,深受全国各高职高专院校广大师生的欢迎,并于2008年被北京市教委评为北京市高等教育精品教材立项项目。本书已多次重印,此为第3次修订再版,作者审慎地对原教材进行了知识更新和补充,以使其更贴近经济生活、更符合社会发展、更好地为我国物流经济和教学实践服务。

本书共10个单元,内容包括:物流运输、货运代理仓储、包装、采购、客户服务等主要业务环节;该书注重物流英语应用能力的培养,是一本实用性和趣味性并重的教材。

由于本书选材新颖、难度适中、通俗易懂,注重突出职业教育的特点与实际应用,因此不仅可作为高职高专院校物流管理专业的首选教材,也可作为物流企业从业人员的在岗岗位培训教材,并为广大社会从业者提供有益的参考和借鉴。

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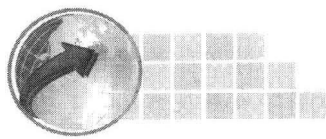
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序 言

物流是国民经济的重要组成部分，也是我国经济发展新的增长点。加快我国现代物流发展，对于调整经济结构、促进产业升级、优化资源配置、改善投资环境、增强综合国力和企业竞争能力、提高经济运行质量与效益、实现可持续发展战略、推进我国经济体制与经济增长方式的根本性转变，具有非常重要而深远的意义。

为推动我国现代物流业的健康快速发展，国务院连续下发《物流业调整和振兴规划的通知》（国发〔2009〕8号）、《关于促进物流业健康发展政策措施的意见》（国办发〔2011〕38号）等多个文件，制定和完善相关配套政策措施，以有序实施和促进物流企业加大整合、改造、提升、转型的力度，并逐步实现转型发展、集约发展、联动发展、融合发展，通过物流的组织创新、技术创新、服务创新，在保证我国物流总量平稳较快增长的同时，加快供需结构、地区结构、行业结构、人力资源结构、企业组织结构的调整步伐，创新服务模式，提高服务能力，努力满足经济建设与社会发展的需要。

2011年我国物流运行形势总体良好，物流业增加值加快增长，全国社会物流总额158.4万亿元，按可比价格计算同比增长12.3%，物流业增加值为3.2万亿元，按可比价格计算同比增长13.9%，物流业增加值占GDP的比重为6.8%，占服务业增加值的比重为15.7%；物流增速为保证国民经济平稳较快发展发挥了重要的支撑与保障作用。

随着我国改革开放和社会主义市场经济的加速推进，我国迅速融入全球经济一体化的进程，中国市场国际化的特征越发凸显；而物流既涉及国际贸易、国际商务活动等外向型经济领域，也涉及交通运输、仓储配送、通关报检等多个业务环节。当前面对世界经济的迅猛发展和国际市场激烈竞争的压力，加强物流科技知识的推广应用、加速物流专业技能型应用人才的培养，已成为我国经济转型和发展亟待解决的问题。

需求促进专业建设，市场驱动人才培养，针对我国高等职业院校已沿用多年物流教材陈旧和知识老化而急需更新的问题，为了适应国家经济发展和社会就业的急需，为了满足物流行业规模发展对操作技能人才的需求，在中国物流技术协会的支持下，我们组织北京物资学院、大连工业大学、北京城市学院、吉林工程技术师范学院、北京财贸职业学院、郑州大学、哈尔滨理工大学、燕山大学、浙江工业大学、河北理工大学、华北水利水电学院、江西财经大学、吉林财经大学、广东理工大学等全国20多所省市高职高专院校及应用类大学物流管理专业的主讲教师和物流企业经理，共同精心编撰了此套教材，旨在迅速提高高职院校物流管理专业学生和物流行业从业者的专业技术



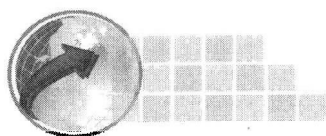
素质,更好地服务于我国物流产业和物流经济。

本套教材作为高职高专院校物流管理专业的特色教材,融入了物流运营管理的最新实践教学理念,坚持以科学发展观为统领,力求严谨,注重与时俱进,根据物流业发展的新形势和新特点,依照物流活动的基本过程和规律,全面贯彻国家“十二五”教育发展规划,按照物流企业对用人的需求模式,结合解决学生就业加强实践能力训练,注重校企合作、贴近物流行业、企业业务实际,注重新设施、新设备操作技术的掌握,强化实践技能与岗位应用的培养训练,并注重教学内容和教材结构的创新。

本套教材根据高等职业院校物流管理专业教学大纲和课程设置,包括:《物流管理基础》、《物流英语》、《物流市场营销》等20本教材。本系列教材的出版对强化物流从业人员的教育培训、提高经营管理能力,对帮助学生尽快熟悉物流操作规程与业务管理、毕业后能够顺利走上就业岗位具有特殊意义;因而既可作为高职高专院校物流管理专业教学的首选教材,也可以用于物流、商务贸易等企业在职员工培训。

中国物流技术协会理事长 牟惟仲

2012年10月于北京



前 言

随着全球经济一体化进程的加快,世界各国之间的贸易交往日益密切。我国加入WTO后,流通市场已经对外全面开放,中国市场国际化的趋势正在形成,为我国物流企业参与国际物流市场竞争提供了良好的发展契机。英语是工具,也是一把打开世界门窗的钥匙,具有加强沟通、扩大交流范围的功能。面对国际物流业的快速发展与激烈竞争,物流英语已成为我国物流企业进军国际物流市场所必须掌握的技能。尽快提高我国涉外物流企业从业人员的英语水平,也已成为目前亟待解决的问题。

《物流英语》一书的出版,正是为培养大量国际物流专门人才,解决物流企业发展对既懂得物流实际业务运作、又熟练掌握物流英语技能型人才的急需。本书严格按照国家教育部关于“加强职业教育、注重实践教学、强化应用技能培养”教学改革要求,由长期从事物流英语教学的教师及经验丰富的企业人士共同编写。本书出版对提高从业人员英语水平、提升物流服务质量、促进我国外向型物流业健康发展具有重要意义。

本书自出版以来,因写作质量高,注重与时俱进,深受全国各高职高专院校广大师生的欢迎,并于2008年被北京市教委评为北京市高等教育精品教材立项项目。本书已多次重印,此为第3次修订再版,作者审慎地对原教材进行了知识更新和补充,以使其更贴近经济生活、更符合社会发展、更好地为我国物流经济和教学实践服务。

本书共10个单元,以学习者物流英语书写和口语应用能力培养为主线,结合国际物流业发展的新形势,依照国际国内物流业务活动的基本过程和规律,系统介绍了物流运输、货运代理、仓储、包装、采购、客户服务等主要业务环节,并通过强化物流办证下单日常工作所需的常用词汇用语实训,培养提高读者的应用能力。

本书与其他教材相比,具有以下特点。

第一,注重教学实效。针对高职学生英语基础普遍薄弱的现状,为了使学有所获、学有所用,强化“说”和“写”两个方面训练。课文选材新颖,对重点和难点均进行专门注释,并通过提供相应的句型翻译,提高口语表达能力、培养学生的写作技能。

第二,注重岗位应用。对话均以常见物流业务场景为背景,证单填写采用真实单据,教学安排有说、有写、内容务实、形式活泼、强调交流互动;课后配有相对应的对话分组练习和邮件写作训练,充分搭建学生动手平台,提高英语应用的实际技能和能力。

本书作为高职高专教育物流管理专业的特色教材,具有定位准确、知识系统、案例



中国物流与采购联合会
中国物流学会

物流英语 (第3版)

VIII

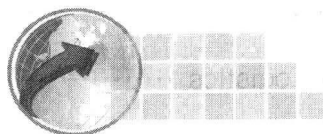
丰富、贴近实际、通俗易懂、便于学习等特点,并采取新颖统一的格式化设计,因而既可作为高职高专院校及应用型大学物流管理、工商管理等专业教学的首选教材,也可作为物流企业员工在职岗位培训教材,并为广大社会从业者提供有益的参考和借鉴。

本书由李大军进行总体方案策划并具体组织,王艳主编并统稿,安锦兰、董晓霞为副主编;本书由中国物流技术协会副理事长兼秘书长、高级工程师吴明审定。作者编写分工:牟惟仲(序言),王艳(第1单元、第2单元),高兰凤(第3单元),安锦兰(第4单元),郑秀恋(第5单元),杨昆(第6单元),韩燕燕(第7单元),董晓霞(第8单元),丁艺(第9单元),唐娜(第10单元),刘丽艳、李青、李耀华、蔡丽伟(附录);华燕萍负责本书修改和版式调整,李晓新制作教学课件。

在修订过程中,我们参考借鉴了国内外有关物流英语的最新书刊资料和国家历年颁布实施的相关法规和管理规定,并得到中国物流协会和编委会有关专家、教授的具体指导,在此一并致谢。为配合本书使用,我们提供配套电子教学课件,读者可以从电子工业出版社网站(www.phei.com.cn)或者华信资源教育网(www.hxedu.com.cn)免费下载。因作者水平有限,书中难免有不足,恳请同行和读者批评指正。

编者

2012年12月



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Unit 1



Introduction to Logistics

✚ Knowledge Learning Objective 知识学习目标

- To understand the definition of logistics
- To know the importance of logistics
- To learn the activities of logistics

☆ Skill Developing Objective 技能培养目标

- Communication skill in receiving the customer
- Communication skill in introducing the logistics company
- Writing skill in introducing the logistics company
- Communication skill in establishing the business relationship

Text 1 What is Logistics

【Para 1】 The Definition of Logistics (物流的概念)

There are various definitions of different edition. But in general, there are mainly two types of definition in practice.

In Chinese Logistics Terms, logistics means the physical movement of goods from the supplier point to the receiver point. Based on practical need, integrated organically the variety of the basic functional activities including transportation, storage, loading and unloading, handling, package, distribution and information management, etc.

The Council of Logistics Management has adopted this definition of logistics; Logistics is the 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' requirement.

【Para 2】 Some Interpretation to Logistics (物流的其他概念)

The logistics function of the system goal is to satisfy customers' needs. Therefore, from a customer service point of view, the scholars logistics is defined as: To the right cost and the right conditions, the right quality and the right quantity, to ensure the customer at the right



time and right place, for the right product for availability, namely, the concept of logistics 7Rs. The so-called product availability, that is, customers want to get products may face time and space distance issues. In fact, product availability is not only a functional assessment of the logistics system, the primary indicators, is also the main objective of the logistics system optimization.

【Para 3】 The importance of Logistics (物流的重要性)

Since the beginning of human civilization, there has been the “move” of the goods, so we should say, “logistics is anything but a newborn baby.” However, when it comes to modern logistics, most professionals in the business consider it one of the most competitive and exciting jobs, invisible as it is. “Logistics is a unique global pipeline that operates 24 hours a day, seven days a week and 52 weeks a year, planning and coordinating the transport and delivery of products and service to customers the world over.”

【Para 4】 Importance of Logistics Management (物流管理的重要性)

In practice, logistics refers to the systematic management of the various activities required from the point of production to the customer. However, logistics management means different things to different organization. In today’s volatile economic environment, logistics management is becoming more important than ever before. Getting the right amount of goods to the right place at the right time is critical, especially in an age when budgets are tight and customers’ demands are unpredictable.

A recent US study found that logistics costs account for almost 10% of the gross domestic product. The process itself covers a diverse number of functional areas. Involved in logistics are transportation and traffic, as well as shipping and receiving. It also covers storage and import/export operations.

【Para 5】 Development of Logistics Management (物流管理的发展)

Logistics management has evolved over the last three decades from the narrowly defined distribution management to the integrated management and to the global supply chains. The mission of logistics management is to plan and coordinate all activities to achieve desired levels of delivered service and quality at the lowest possible cost. In order to succeed in today’s global marketplace, companies must be ever cognizant of these trends and develop a logistics management strategy that capitalizes on the best-of-breed technology solution available today, so that they can meet the demands of their customers today and be well prepared for the future.

New Words and Phrases

- logistics [ləu'dʒɪstɪks] *n.* 后勤学, 物流
 definition [ˌdefɪ'nɪʃən] *n.* 定义, 概念
 implement [ˈɪmplɪmənt] *v.* 履行, 推进
 civilization [ˌsɪvɪlaɪ'zeɪʃən] *n.* 文明
 professional [prə'feʃənəl] *n.* 专家, 专业人员

pipeline [ˈpaɪpleɪn] *n.* 管道
 acquisition [ˌækwiˈzɪʃən] *n.* 获得
 manufacture [ˌmænjuˈfæktʃə] *n./v.* 加工, 制造
 storage [ˈstɔːrɪdʒ] *n.* 储存, 仓储
 distribution [ˌdɪstriˈbjʊːʃən] *n.* 配送
 maintenance [ˈmeɪntɪnəns] *n.* 维持
 disposition [ˌdɪspəˈzɪʃən] *n.* 配置
 construction [kənˈstrʌkʃən] *n.* 建设, 构成
 provision [prəˈvɪʒən] *n.* 供应, 提供
 volatile [ˈvɒlətaɪl] *adj.* 多变的
 critical [ˈkrɪtɪkəl] *adj.* 关键性的, 决定性的
 budget [ˈbʌdʒɪt] *n.* 预算
 evolve [ɪˈvɒlv] *v.* 演变, 发展
 integrate [ˈɪntɪɡreɪt] *v.* 整合, 综合
 cognizant [ˈkɒɡnɪzənt] *adj.* 知道的, 认识的
 capitalize [ˈkæpɪtəlaɪz] *v.* 变成资本, 作资本用

Notes

1. There are various definitions of different edition. 物流的定义有很多版本。
2. In Chinese Logistics Terms, logistics means the physical movement of goods from the supplier point to the receiver point. Based on practical need, integrated organically the variety of the basic functional activities including transportation, storage, loading and unloading, handling, package, distribution and information management, etc. 在国家标准物流术语中, 物流被定义为: 物品从供应地向接受地的实体流动过程, 根据实际需要, 将运输、储存、装卸、包装、配送、信息处理等基本功能实现有机结合。
3. The Council of Logistics Management has adopted this definition of logistics; Logistics is 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' requirement. 美国物流管理协会修订了物流的定义: 物流是供应链过程中的一部分, 是以满足客户需要为目的, 为提高产品、服务和相关信息从起始点到消费点的流动储存效率和效益而对其进行计划、执行和控制的过程。
4. However, when it comes to modern logistics, most professionals in the business consider it one of the most competitive and exciting jobs, invisible as it is. 说到现代物流, 业内专家认为, 尽管看不见、摸不着, 却是最富有挑战性和最激动人心的工作。
5. In practice, logistics refers to the systematic management of the various activities required from the point of production to the customer. 实际上, 物流是指从生产地点到客户所需各种活动的系统管理。



6. Getting the right amount of goods to the right place at the right time is critical, especially in an age when budgets are tight and customers demands' are unpredictable. 尤其是资金预算紧张和客户需求无法预测时, 在正确的地点和时间得到正确数量的货物才显得颇为关键。

7. Logistics management has evolved over the last three decades from the narrowly defined distribution management to the integrated management and to the global supply chains. 物流管理在最近 30 年中从狭义的配送管理至一体化管理, 最后发展为全球供应链管理。

8. In order to succeed in today's global marketplace, companies must be ever cognizant of these trends and develop a logistics management strategy that capitalizes on the best-of-breed technology solution available today, so that they can meet the demands of their customers today and be well prepared for the future. 为了赢得全球市场, 在现有的资金和技术条件下, 公司必须清楚地知道自已的发展意向以及相关的物流战略, 以便于公司能够满足客户需求并为未来的发展做好充足的准备。

Exercises

I Pair work: talking face to face, and think it over, discuss the following questions.

1. What is logistics?
2. Why is logistics so important?
3. Is logistics something new? Why?
4. What is the logistics main function?
5. How do you understand the development of logistics management?

II Fill in the blanks with the following words.

route	location	movement	originate	importance	inventory
purchase	flow	storage	logistics		

1. The aim of _____ management is to minimize the amount of material in stock.
2. _____ is a hot topic in China and the whole world.
3. If the ship had sailed along the recommended _____, it would have been able to avoid the heavy weather.
4. People generally consider logistics as the _____ of goods, it is partly right, but logistics is much more than that.
5. Logistics involves the _____ of goods, but also of people, as well as housing and feeding them.
6. The foreign company has to _____ 500 teu of garments from China every year.
7. The meaning of the word "logistics" firstly _____ from the military.
8. The _____ expenses will be for your account if you place an order of

100,000 tons of roll steel at a time. My workshop uses ten tons a month.

9. With the development of modern economy, people become more and more aware of the _____ of logistics.

10. Whether facilities are owned or rented, the _____ of warehouses is extremely important.

III Translate the following sentences into Chinese.

1. Modern Logistics is one of the most challenging and exciting jobs in the world.
2. Every company that sells products has to need the service of logistics.
3. Many experts hold the opinion that logistics is an iceberg, only the top of which is seen, what is unseen is much bigger.
4. As logistics manager's roles and value have grown, the need for well-educated, talented professionals with a diverse array of skills has emerged.
5. Logistics is a unique global "pipeline" that operates 24 hours a day, planning and coordinating the transport of products to customers the world over.

IV Translate the following sentences into English.

1. 请为我们介绍一下当前中国物流的现状。
2. 物流活动是供应链的构成部分。
3. 在工业生产中，物流成为快速增长的利润源。
4. 发达国家的物流成本占国民生产总值的 10% 左右。
5. 物流活动的顺畅运转对于 2008 年北京奥运会有着巨大的影响。

Dialogue 1 Introduction to Logistics Company

(Li Jian, the sales representative of Zhongji Shipping company, is talking with Erik, A potential customer)

Li: Welcome to our company, Mr. Erik.
Nice to meet you.

Erik: Me too.

Li: Mr. Erik, my name is Li Jian. Here is my card. I'm willing to introduce my company.

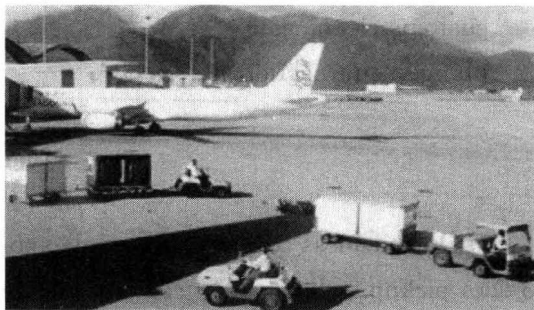
Erik: Thank you for a lot of care.

Li: Our business covers import and export container transportation and agency,

door to door pickup and delivery, customs clearance, warehousing and consolidation.

Erik: I see.

Li: Zhongji has become one of the market leaders in China's freight forwarding and





logistics industry today.

Erik: Uh-huh.

Li: We have helped Ford to substantially reduce logistics costs.

Erik: Please explain in detail.

Li: Of course, that was one of the best results achieved in the beginning of the 2000s.

Erik: One of the best results? In what way?

Li: We improved their management by optimizing their plans of demonstration before plunging into action. As a result, the overall utilization was raised considerably.

Erik: It's amazing.

Li: If you are concerned about logistics questions, you can ask any. We have a reputation for top service.

Erik: I hope so.

Li: If you have a moment, I'm hoping to visit you.

Erik: Well, you are welcome, I'd like to hear your suggestion.

New Words and Phrases

container [kən'teɪnə] *n.* 集装箱

transportation [ˌtrænsˈpɔ:tɪʃən] *n.* 运输

warehouse [ˌwæəhaʊs] *v.* 仓储, 储存

consolidation [kənˌsɒlɪ'deɪʃən] *n.* 集货, 配货

freight [freɪt] *n.* 运输, 运费

forward [ˈfɔ:wəd] *v.* 发送, 递送

optimize [ˈɒptɪmaɪz] *v.* 优化, 充分利用

demonstration [ˌdeməns'treɪʃən] *n.* 运营

utilization [ˌɪj:ˈtɪləɪˈzeɪʃən] *n.* 利用

pickup and delivery 货物交接

customs clearance 通关, 清关

plunge... into action 把……投入

Notes

1. Our business covers import and export container transportation and agency, door to door pickup and delivery, customs clearance, warehousing and consolidation. 我们公司业务涵盖了集装箱进出口运输和代理, 门到门交接货物, 货物通关, 仓储和配货。

2. We improved their management by optimizing their plans of demonstration before plunging into action. As a result, the overall utilization was raised considerably. 我们在运营计划投入前对其进行优化, 从而提高了管理水平, 全面的利用率得以大幅度提升。

Exercises

I Oral Practice: practice the above dialogue with your partner until you can learn the lines by heart.

II Team work: make up a dialogue according to the following situation and practice it with your partner.

Situation:

Gary is a clerk of a logistics company. Now he is introducing the company to Jack, who pays a visit to the company.

Tips:

1. Excuse...
2. Nice to meet you.
3. It's very kind of you to...
4. Our business covers...
5. Our company provides logistics services such as...
6. I've come here today see whether you have interest in our service.
7. If you have any question, please feel free to contact me anytime.
8. I'm looking forward to our next meeting.

III Write an e-mail to your customer, telling them politely and patiently like that.

Contents:

1. 为有合作意向的客户介绍你的公司及主营业务。
2. 附上公司的详细资料。
3. 洽谈初步的合作意向。

IV Fill in the blanks with the words in the following box.

manager	deal with	establish	luggage
honestly	representative	corporation	a good idea

(Mr. Zhang, a representative of Beijing Textiles Products Corporation, is coming to a logistics company. He is talking to Miss Wang, the secretary...)

Wang: Hello!

Zhang: Hello!

Wang: What can I do for you? I am secretary.

Zhang: Yes. Glad to meet you. I am the _____ of Beijing Textiles Products

Wang: Please have a seat, and what would you like to drink, coffee or tea?

Zhang: Thanks, coffee please, and little sugar.

Wang: Ok, just a minute.

Zhang: As a representative of Beijing Textiles Products Corporation, I _____ hope to _____ business relation with you.