



普通高等教育“十一五”国家级规划教材

高职高专**物流类**精品教材系列

物流英语

(第二版)

汪洪章 杨昌蓉 主 编



科学出版社



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北 京

内 容 简 介

本书共分十个单元,每单元由四篇课文组成。所有课文均取材于近几年欧美流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。本书体系明晰、专业信息量大,适用于培养物流专业学生的英语阅读、翻译和写作能力,促使其将物流专业基础知识和基本技能活化到英语语境中,将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。

本书适合作为高职高专物流专业教材,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。

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第二版前言

本书是在2006年3月第一版基础上修改、增订而成的。增订的主要内容如下：

1. 每单元前三篇课文后增加一项练习，即Fill in the blanks with the correct forms of the following words or expressions from the text，目的是操练课文中出现的重要词汇，以利学生掌握其基本用法。

2. 每单元增加Text D一篇，篇幅为1000个单词左右，课文后设有两项练习，即Tell whether the following statements are true or false according to the text和Complete the sentences with the information given in the passage，主要考查学生对课文内容的理解。

第二版的修改、增订工作由汪洪章、宋梅完成，特此说明。

汪洪章

2011年8月

第一版前言

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600~1200个单词,保证学生有一定的专业信息读取量。

每篇课文之后均设有: **New 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**, 由多项选择题组成,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**, 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所有课文的参考译文。

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(复旦大学外文学院英文系),杨昌蓉(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。

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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)l/ | 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 /'pɑ:tnə,ʃɪp/ | n. 合伙, 合股 |
| 14. alliance /ə'laɪəns/ | n. 联盟, 联合 |
| 15. deregulation /di:,'regjuleɪʃən/ | n. 撤销对……规定 |
| 16. anti-trust /'æntɪtrʌst/ | a. 反托拉斯的 |
| 17. aviation /eɪvɪ'eɪʃ(ə)n/ | n. 航空 |
| 18. proceed /prə'si:d/ | vi. 进行, 继续下去 |
| 19. adapt to | 适应于 |
| 20. prior to | 在……之前 |



Notes

1. Alfred T. Mahan: 阿尔弗莱德·T.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: 西奥多·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了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·杰斐逊草拟的《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: 两位美国密歇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. Fill in the blanks with the correct forms of the following words or expressions from the text.

prior to project	partnership theoretical	proceed quantify	sophistication adapt to	overlook brute
---------------------	----------------------------	---------------------	----------------------------	-------------------

1. Faced with intense competition, they went to a consulting company for advice on how to _____ a more positive image of their company.
2. As a manager, you can never afford to _____ the nature of both planning and decision-making.
3. Finally he has gone into _____ with a Mexican.
4. _____ making a foreign investment, a corporation has usually had some form of trade with the foreign nation.
5. At the board meeting, he outlined his plan and then _____ to explain them in more detail.
6. The new system needs a great deal of technological _____ and computing.
7. In this unit the teacher will introduce two methods and compare _____ results with experimental data.
8. Some people think agricultural earnings can't be easily _____.
9. It took him nearly half a year to _____ his school life abroad.
10. Mary didn't believe the story until she saw the _____ facts with her own eyes.

IV. 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”.

V. 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.

Last but not least once you've finally settled on a specific area for your operation is the selection of which site in that area. There are many factors at the site level which need to be analyzed and addressed otherwise you could again experience very large "surprise" costs.



New words and expressions

- | | |
|---------------------------------|-------------|
| 1. humble /'hʌmbəl/ | a. 卑下的, 微贱的 |
| 2. uninitiated /ʌnɪ'nɪʃɪətiəd/ | a. 无经验的 |
| 3. forecasting /'fɔ:kɑ:striŋ/ | n. 预测, 预报 |
| 4. destination /destɪ'neɪʃ(ə)n/ | n. 目的地 |

- | | |
|------------------------------------|---------------------------------|
| 5. mode /məʊd/ | <i>n.</i> 方式, 模式 |
| 6. ultimate /'ʌltɪmət/ | <i>a.</i> 最后的, 最终的 |
| 7. availability /əˌeɪləˈbɪləti/ | <i>n.</i> 可用性, 实用性 |
| 8. decent /'diːsənt/ | <i>a.</i> [口]相当好的 |
| 9. hamstring /'hæmstriŋ/ | <i>vt.</i> 使陷于瘫痪 |
| 10. deficiency /di'fɪʃənsɪ/ | <i>n.</i> 缺乏, 不足 |
| 11. transit /'trænsɪt/ | <i>n.</i> 运输 |
| 12. commute /kə'mju:t/ | <i>vi.</i> (尤指在市区和郊区之间) 乘公交车上下班 |
| 13. appropriate /ə'prəʊpriət/ | <i>a.</i> 适当的 |
| 14. discount /'dɪskaʊnt/ | <i>vt.</i> 漠视 |
| 15. assume /ə'sju:m/ | <i>vt.</i> 假定, 设想 |
| 16. significant /sɪg'nɪfəkənt/ | <i>a.</i> 重大的, 重要的 |
| 17. variance /'veəriəns/ | <i>n.</i> 变化 |
| 18. perspective /pə'spektɪv/ | <i>n.</i> 观点, 看法 |
| 19. incur /ɪn'kɜ:/ | <i>vt.</i> 招致 |
| 20. proximity /prək'sɪmɪti/ | <i>n.</i> 接近, 亲近 |
| 21. adjacent /ə'dʒeɪsənt/ | <i>a.</i> 邻近的, 接近的 |
| 22. contemplate /'kɒntempleɪt/ | <i>vt.</i> 思量 |
| 23. municipality /mju:nɪsɪ'pælɪti/ | <i>n.</i> 自治市 |
| 24. punitive /'pjʊ:nɪtv/ | <i>a.</i> 苛刻的, 极严厉的 |
| 25. negatively /'negətɪvli/ | <i>ad.</i> 否定地, 消极地 |
| 26. impact /ɪm'pækt/ | <i>vt.</i> 对……产生影响 |
| 27. bargain /'bɑ:gɪn/ | <i>n.</i> 契约, 合同 |
| 28. address /ə'dres/ | <i>vt.</i> 处理 |
| 29. take...into account | 把……考虑在内 |
| 30. first off | 首先 |
| 31. a pool of | 可招之即来的一些人 |
| 32. off the beaten path | 人迹罕至之处 |
| 33. tax holidays | 免税期 |
| 34. dotted line | 点线; 虚线 |
| 35. last but not least | 最后但同样重要的 |



Notes

1. lead times: 从订货到交货的间隔时间。
2. inbound: 内向转移, 指商品从制造商到仓库的转移。
3. outbound: 外向转移, 指商品从仓库到顾客的转移。



Exercises

I. Comprehension of the text.

1. In the author's opinion, the first thing to think about in choosing a location is _____.
 - A. material handling process
 - B. strategic planning
 - C. transportation modes
 - D. costs and service levels required
2. It can be learned from the passage that some sites have to be relocated from one place to another mainly because _____.
 - A. they are far from a major road
 - B. there is no space for later expansion
 - C. workforce is not available
 - D. there is no reliable public transport
3. As mentioned in the text, if a site is far off a major highway _____.
 - A. time of shipment will be longer
 - B. different modes of transport will be used
 - C. outbound shipment will be affected
 - D. transport costs will rise
4. According to the text, before making the ultimate site selection, you have to consider all of the following **EXCEPT** _____.
 - A. land tax rates in the area
 - B. average wage rate in the area
 - C. climatic conditions in the area
 - D. potential space for later expansion in the area
5. We can learn from the passage that _____.
 - A. the author himself has once made an incorrect initiate site selection
 - B. even in the same area, building and land tax rates may vary
 - C. choosing the right location is the most important factor in logistics operation
 - D. an area with a high average wage rate is an ideal site for logistics operation

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

1. We must consider his physical conditions if we want to send him to Tibet.
2. We hope in the future solar power will be used in more and more fields as a source of energy.
3. The final result of this experiment will come out the day after tomorrow.
4. A group of freshmen were standing outside the room waiting to donate blood.

5. They all believe that the present situation is going to continue.
6. At present, many people in cities still prefer to buy a house or apartment close to public transportation.
7. The new rules have seriously affected China's export of textiles.
8. Our manager is busy solving problems occurring in the sales department.

III. Fill in the blanks with the correct forms of the following words or expressions from the text.

discount	commute	humble	destination	deficiency
stand for	contemplate	mode	transit	first off

1. Even when she became rich and famous, she never forgot her _____ background.
2. After a five-hour ride, they arrived at their _____ tired and hungry.
3. The salesman realized that it was his _____ of knowledge that brought about such heavy losses to his company.
4. Do you know what the three letters WTO _____?
5. Nowadays more and more people _____ to their office blocks in the city from neighboring suburbs.
6. He sat down at a table with a menu in his left hand, _____ what he would order for his girl friend.
7. Will you please give us some examples of environment-friendly _____ of transport?
8. I didn't like the hotel at all. _____, it was next to a highway and very noisy. And to make matters worse, there were factories nearby.
9. It is clearly stated in the contract who will be liable for goods damaged or lost in _____.
10. In spite of all the warning, they still _____ the possibility of another economic crisis.

IV. Translate the following paragraph into Chinese.

The components of a typical logistics system are: customer service, demand forecasting, distribution communications, inventory control, material handling, order processing, parts and service support, plant and warehouse site selection, purchasing, packaging, returned goods handling, scrap disposal, traffic and transportation, and warehousing and storage. A position in a small company may involve all of these, while working for a large corporation may entail (牵扯) being involved with only one or a few of these areas. In some organizations, a logistics manager may have responsibilities that go beyond this list.

V. Discuss the following topics.

1. According to the text, logistics covers many factors. Which of the factors do you think is the most important? Why?
2. What should you take into consideration when choosing a location for your business