



商务部十二五规划教材

全国外经贸院校高职高专英语系列精品教材

国际物流 英语



(全新版)

INTERNATIONAL
LOGISTICS ENGLISH

主编 刘玉玲



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再版说明

随着我国职业教育事业的蓬勃发展，全国外经贸职业院校专业外语教学改革也日益深化。新专业不断拓展，课程设置不断更新，相应地对专业英语教材提出了新的要求。《教育部关于“十二五”职业教育教材建设的若干意见》特别指出，教材应“反映产业升级、符合职业教育和技能型人才成长规律”。

为了适应社会经济形势和职业教育发展的新变化，满足各高职院校对商务英语教材的需求，全国外经贸职业教育教学指导委员会组织以辽宁对外经贸学院为龙头的全国十多所职业院校的双师型骨干教师和部分行业企业专家，在对各地职业院校商务英语专业教学情况和毕业生用人单位的广泛调查和咨询的基础上，对原版“全国外经贸院校高职高专英语系列精品教材”进行了全面修订、调整、更新，进而推出了本套全新版教材。

本版教材做了以下更新和调整：

第一，优化作者资源，科学配置编者体系。

本版教材邀请了一批教育专家、课程专家和一线教师参与编写计划，他们教育成果丰硕，实践经验丰富，还增加了双师型骨干教师，壮大了编写队伍，保证了编写质量。依据商务英语专业培养目标，从课程设置、教学模式，到教学内容和手段，要求主编和参编人员加强责任意识，避免同质化和职业标准不对接、编写体例不一致等问题的产生。

第二，更新教材内容，优化教材类型结构。

本版教材注重吸收行业发展中的新知识、新技术，按照职业标准和岗位要求，丰富了实践环节的内容，增加了案例学习和项目学习等形式，有利于学生理解和掌握专业所需技能。此外，还引进和

改编了体现国外先进职业教育理念、贴近商务英语专业教学实际的优秀教材和教学资源，并新增了实训类教材。

第三，改进教材呈现形式，充分利用现代教育手段。

本版教材的编写尽量做到简洁易懂。除了传统的纸质教材和教学课件，还开发了视频教学、互动教学等多媒体教学软件。通过引入现代教育手段，教学和实践将达到情境化、动态化、立体化效果，必将有效提高教学质量。

经过所有编者一年半的辛苦工作，这套教材终于陆续完成了。与旧版相比，本版教材课程覆盖面更广，内容全面更新，形式丰富多样，体现了以服务为宗旨、以就业为导向的总体编写思路，非常贴近社会和职业院校的需求，适合各职业院校以及其他开设商务英语专业的学校使用。

全国外经贸职业教育教学指导委员会

2013年5月

前 言

近年来物流在全世界范围内快速发展,在我国虽然起步较晚,但发展迅速,如今已成为了我国大力推广的重点行业,同时也顺应了经济全球化和生产信息化的大趋势。因此,加速现代物流产业的人才培养教育工程,实施多层次、多样化的物流教育,是提高我国物流管理水平的决定性因素。

总的来看,社会对物流人才的需求应是专业精通、英语流利、会实际操作、善于管理的复合型人才。为此,本书在选材上力求贴近物流学科的新概念、技术和发展趋势,相信读者阅后对物流会有一个总体的认识。

为适应高职高专教育,本书在阅读材料难度的把握上体现了以下几个特点:一、实用性,以物流实际运用需求为目的,避免枯燥冗长的物流理论阐述,贴近学生和教师的实际应用;二、时代性,突出对物流与信息技术、供应链和供应链管理以及国际物流等问题的初步了解及探讨,章节编写独立,整体连贯,所选阅读材料及词汇方面皆为国内外物流行业通用英语,避免以往大量结构烦琐的英语文章语法;三、考虑学生的实际应用需要,有针对性地配备了课后练习,目的是加强学生对所学知识及专业词汇的识记、理解和应用;四、本书适用对象为已学完基础英语的物流管理专业的高职院校学生,供物流专业学期课使用,旨在进一步提高学生专业英语阅读能力和专业英语翻译的初级能力。

在编写过程中,限于水平,疏漏之处在所难免,敬请读者批评指正。

编者

2014年5月

CONTENTS

目 录

Unit 1	The Concept of Logistics	1
Unit 2	Supply-Chain & Supply-Chain Management	9
Unit 3	Warehousing Management	21
Unit 4	Distribution Management	29
Unit 5	Logistics and information Technology	35
Unit 6	Logistics and Electronic Commerce	43
Unit 7	International Logistics	55
Unit 8	Purchasing Management	64
Unit 9	Transportation Operation (I)	72
Unit 10	Transportation Operation (II)	85
Unit 11	Bills of Lading	95
Unit 12	Outsourcing Service	104
Unit 13	Cold Chain Logistics	115
Appendix I	Useful Words and Expressions	123
Appendix II	中外主要船公司简称与缩写一览	144
Answer Key to Exercises	146
Bibliography	161

UNIT 1

The Concept of Logistics

TEXT

What is logistics? There are a number of definitions of what is understood by the word logistics and, in some sense, the use of the word is simple, while in others it is very complex. The following definitions will help understand the term:

LOGISTICS: The procurement, maintenance, distribution, and replacement of personnel and material.

—Webster's Dictionary

LOGISTICS: 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 meeting customer requirements.

—Canadian Association of Logistics Management

In essence, each of these terms is associated with managing the flows of goods and information from a point of origin to a point of consumption.

In order to avoid potential misunderstanding about the meaning of logistics, we choose the definition given by the Council of Logistics Management (CLM), one of the world's most famous organizations. According to the CLM, " Logistics is that part of the supply chain process the plans, implements, and control 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' requirement.”

In order to make this definition clear, we should have a common understanding about three key aspects of the concept:

Flow of goods

What are goods? Goods are valuable objects, such as commodity and raw materials that has the characteristics to purchase and exchange through commercial transactions and processes. What does flow do? Flow can be determined as methods in which goods are transported between different locations and merchandisers. The general transportation modes: truck, railway, water, aircraft and pipeline.

Direction of the flow of goods

In the open market place, buyers and sellers represent two polar of business transaction. Buyers are customers; sellers are suppliers. When a transaction is agreed upon, suppliers have the responsibility to arrange for the goods to be transported to the customers under their contract's details.

Efficient management of the flow process

The transportation of goods should be low cost and ensure safety and punctuality. It should not waste customers' money, energy and time. Currently, the flow of goods is generally controlled by both hardware and software. By hardware we mean logistics facilities and equipment, such as ports, warehouse and transportation vehicles. By software, we mean information system, information standardization and data sharing.

From the above, we can see that, logistics can be briefly definite like this: Logistics is how to manage a flow of goods from suppliers to customers in an efficient manner.

Words and Expressions

council

n.

协会

definition

n.

定义

responsibility	<i>n.</i>	责任
transportation	<i>n.</i>	运输
efficient	<i>adj.</i>	有效的
polar	<i>n.</i>	极
in essence		实质上
be associated with		与……相关联

Notes

1. We choose the recent definition given by the Council of Logistics Management (CLM), one of the world's most prominent organizations for logistics professionals.
我们采用美国物流管理协会（CLM）目前的定义，该协会是全世界物流专业领域中最著名的组织。
2. In the open market place, buyers and sellers represent two polar of business transaction.
在公开的市场条件下，买方和卖方代表了商业行为中的两端。
3. The transportation of goods should be low cost and ensure safety and punctuality.
运输货物要价格低廉、安全、准时。

Exercises

I. Translate the following sentences into Chinese.

1. Flow can be determined as methods in which goods are transported between different locations and merchandisers.
2. The general transportation modes: truck, railway, water, aircraft and pipeline.
3. When a transaction is agreed upon, suppliers have the responsibility to arrange for the goods to be transported to the customers under their contract's details.
4. The transportation of goods should be low cost and ensure safety and punctuality.

5. Logistics is how to manage a flow of goods from suppliers to customers in an efficient manner.

II. Translate the following sentences into English.

1. 物流策略与物流活动应建立在客户的期望和需要的基础上,而不是建立在其他团体的期望、需要和能力的基础上。
2. 重要的是,要认识到不同的产品对于时间有不同的敏感性,易腐烂的物品推迟到三天可能比不易腐烂的物品推迟到三天会产生更严重的后果。
3. 客户服务以及其满意程度应是物流系统最终为消费者提供的产品。
4. 当诸多因素都致力于促进全球贸易时,可以肯定物流也在其中扮演着重要角色。

III. Translate the following phrases into Chinese.

1. material requirements planning (MRP)
2. modern logistics management
3. one-stop service
4. on-dock facilities
5. multiple-item inventory control

IV. Complete the following sentences, using the appropriate words from the list below.

hope	happen	whether	forward
open	contacts	orders	direct

1. They'll be perfectly _____ with me about their business.
2. They also place _____ on us.
3. Anything can _____ in an English summer.
4. I'm looking _____ to our new air-conditioned office.
5. I _____ my foreign exchange allowance will cover it.
6. I'm not sure _____ it'll be Munich.
7. We ought to ship to the buyers _____.
8. I want you to make as many _____ as you can.

Practical Reading

The Importance of Logistics

It is useful, at this point to consider logistics in the context of business and the economy as a whole. Logistics is an important activity making extensive use of the human and material resources that affect a national economy.

The first evolution has taken place in the form of the global logistics management. Moving a wide variety of products around the world 24 hours a day, 365 days a year require logistics management techniques significantly different from those developed for domestic markets. Closely linkage of all players in the global supply chains requires the logistics management underpinned by the international EDI system. This globalization of business activities is a major factor reshaping the international trading activities to all countries are required to adjust by adapting their institutional frameworks.

Words and Expressions

framework	<i>n.</i>	框架, 体制
globalization	<i>n.</i>	全球化
linkage	<i>n.</i>	关联, 连接
significantly	<i>adj.</i>	有意义的, 意味深长的
reshape	<i>v.</i>	重新整形 (修整), 改造
extensive	<i>adj.</i>	广泛的, 广阔的

Supplementary Reading

The Challenge of Logistics

Although logistics has been a growing area of responsibility in many companies since the 1960s, it is fair to say that the profile of logistics

managers tended to be regarded as hard working individuals who played primarily a supporting role to marketing and manufacturing. However, the “back-to-basics” movement helped to change the profile level of logistics in the 1980s, particularly because a growing number of companies recognized the role that logistics can play at the margin in their strategic efforts to gain or regain a sustainable competitive edge? Efficient transportation systems support logistics practices such as “just-in-time” inventory and manufacturing; vendor managed inventory (VMI); and collaborative planning; forecasting, and replenishment (CPFR). Companies such as Pfizer and Wal-Mart have used these concepts to lower costs and gain significant market share.

The beginning of the 21st century actually saw a continuation of the evolution of logistics that began during the decades following World War II; however, since then, several variables have introduced new challenges: The Internet and e-business, continued globalization, business alliances and rapidly changing technology.

Today, many of these firms have gained control of fulfillment operations through the use of private operations or third party logistics provider. E-business over the Internet has quickly developed into a powerful medium for firms to reach customers through information, products and services. This has put pressure on the logistics and transportation networks of shippers. Firms such as UPS and FedEx Ground have seen an explosion of small package deliveries to both business and residential addresses. Shipment sizes have decreased and frequency of shipments have increased. Real-time inventory tracking has allowed companies in the supply chain to eliminate inventories. Reliable transportation networks have also allowed firms to eliminate unnecessary safety stock inventories. With all of these challenges, the use of Internet for e-business is still in the developmental stage.

The globalization of business has had a tremendous impact on the way companies operate today. The scope of globalization runs the gamut from foreign sourcing in the procurement area and/or selective sales in other countries to multifaceted international distribution, manufacturing, and marketing strategies that encompass international production sites, multiple staging of inventory, counter trading in the sale of products, and so on. Whatever the situation, the cost of logistics as a percentage of total cost is

greater for international ventures, and the complexity of logistics operations usually increases at a geometric rate in the international arena. Often if procurement is included, logistics is the single-most important factor for successful international ventures. Transportation, in particular, has been affected because of the distances involved both inbound to manufacturing from foreign sourcing and outbound for additional manufacturing or delivery to customers. Transportation might account for as much as 50 percent of the total logistics cost.

The 1990s saw a dramatic growth in the use of 3PLs for basic transportation and distribution processes. This growth continues in the 2000s with 3PLs expanding their services to include inventory management, order management, and inventory ownership. These relationships allow 3PLs to gain a larger “share of wallet” of their clients business. This is one example of the change in the nature of business alliances that are being developed in industry. The beginning of this decade has seen Amazon.com performing fulfillment for Toys Us.com., WalMart.com out sourcing their Internet fulfillment operations, US Airways and United Airlines joining forces to share flight, fares, and frequent traveler programs, and food manufacturers sharing capacity in transportation vehicles for customer deliveries. The 2000s have brought a new type of alliance among companies, which are some times competitors. These alliances focus on eliminating duplication of assets and processes so that both parties can benefit. The remainder of the 2000s will more than likely see more innovative types of business alliances.

Another factor is rapidly changing technology and, in particular, changes in computer hardware and software. The significant price reductions for powerful computer equipment have helped bring about better inventory control, better equipment scheduling, more efficient routing of transportation movements, and so on. Technological changes in communications (such as satellite global positioning systems to maintain contact with motor carrier fleets) have helped to improve service quality to the extent that motor carrier companies now are able to meet narrowly defined time windows for pickups and deliveries. The continued development of radio frequency identification is allowing companies to track freight to the individual package level. The interface between communication technology and computer is another area that

has tremendous potential for logistics. These changes are just the tip of the iceberg; many other developments could be included in this area, such as bar coding and robotics.

All of these challenges have provided opportunities for logistics and transportation processes to add value to product movement through the globe. They have also given the logistics and transportation processes more responsibility for the management of information and cash flows throughout the supply chain.

Exercises

Fill in the blanks and put the sentences into Chinese.

1. Logistics is defined as _____ for the management of material, service, information, and capital flows.
2. The process of strategically managing the movement and storage of _____ throughout the business from suppliers to final delivery to customers.
3. 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 _____.
4. Larger organizations usually have a specialized traffic and transportation function the management the _____.
5. The inventory control group is often responsible for _____ of finished goods required to support customer requirements, which emphasizes the physical distribution.

UNIT 2

Supply-Chain & Supply-Chain Management

TEXT

In 1990s, a growing number of logistics specialists witnessed that there could be value in coordinating the various business functions not only within organizations but also across organizations—what can be referred to as a supply-chain management (SCM) philosophy.

Since then more and more logistics professional focus on supply chains and supply-chain management, and this has resulted in a number of definitions for both concepts. So when defining logistics, it's important that we have a common understanding of what is the meaning of supply chain and supply-chain management.

Supply chain is defined that it encompasses all activities associated with the flow and transformation of goods from the raw material stage (extraction), through to the ultimate customer, as well as the associated information flows.

In simple words, supply chain is a management tool based on the following concepts:

1. A product can be value-added by a number of different suppliers at different stages of production (“supply chain”) and through the production cycle, all the suppliers are inter-linked.
2. At an individual level, each supplier has its own suppliers (services,