

高等院校商务英语系列教材

丛书顾问 叶兴国

丛书主编 刘法公

新世纪 国际物流英语

NEW-CENTURY ENGLISH FOR
INTERNATIONAL LOGISTICS

刘法公

鲍文 俞建耀 编著



浙江工商大学出版社
ZHEJIANG GONGSHANG UNIVERSITY PRESS

高等院校商务英语系列教材

丛书顾问 叶兴国

丛书主编 刘法公

新世纪国际物流英语

NEW-CENTURY ENGLISH FOR INTERNATIONAL LOGISTICS

刘法公 鲍文 俞建耀 编著



浙江工商大学出版社
ZHEJIANG GONGSHANG UNIVERSITY PRESS

图书在版编目(CIP)数据

新世纪国际物流英语 / 刘法公, 鲍文, 俞建耀编著.
—杭州: 浙江工商大学出版社, 2017.12

ISBN 978-7-5178-2478-7

I. ①新… II. ①刘… ②鲍… ③俞… III. ①物流—
英语—高等学校—教材 IV. ①F25

中国版本图书馆 CIP 数据核字(2017)第 302632 号

新世纪国际物流英语

刘法公 鲍文 俞建耀 编著

责任编辑 王英 罗丁端

封面设计 叶泽雯

责任印制 包建辉

出版发行 浙江工商大学出版社

(杭州市教工路 198 号 邮政编码 310012)

(E-mail: zjgsupress@163.com)

(网址: <http://www.zjgsupress.com>)

电话: 0571-88904980, 88831806(传真)

排版 杭州朝曦图文设计有限公司

印刷 杭州五象印务有限公司

开本 710mm×1000mm 1/16

印张 31.25

字数 754 千

版印次 2017 年 12 月第 1 版 2017 年 12 月第 1 次印刷

书号 ISBN 978-7-5178-2478-7

定价 78.00 元

版权所有 翻印必究 印装差错 负责调换

浙江工商大学出版社营销部邮购电话 0571-88904970

前 言

国际物流英语是专门用途英语(English for Specific Purposes)的一个分支,涵盖的领域非常广泛,几乎可以涉及到国际商务英语的全部,但是国际物流英语在词汇、术语、句法和表达方式上有显著的特点,掌握普通商务英语的人必须经过专门学习和训练,才能掌握国际物流英语。目前在中国,国际物流,从实务方面说,尚处于起步阶段,从学术上看,还是一个新兴的学科,但发展非常迅速。这是因为,进入 21 世纪以来,调集和安排各种货品在不同国家之间流动,以最佳方式和路径,以最低的费用和最小的风险,保质保量适时地将货品从某国的供方运送到它国的需方,实现货品的最大价值,为国际贸易和跨国经营服务,已经成为国际经济全球化过程中最重要的组成部分。国际物流英语就是货品流通领域所使用的专门语言,需要我们单独学习,专门研究,以便达到既掌握这种英语听、说、读、写、译的技能,又熟悉国际物流基本知识这两个目的。

《新世纪国际物流英语》是我们编写的商务英语系列教材之一,以 60% 学习物流英语语言和 40% 熟悉国际物流基本知识这一理念为导向,通过纯正的物流英语课文阅读、分析、辨析、翻译、词语搭配等方式,让学生逐步掌握国际物流行业内的英语术语、表达特点和各环节的语言运用规律。每单元中有几组练习题,集中强化学习者从课文中接触到的英语表达和物流专业知识,培养学生的复合型、应用型的专业英语综合能力。

《新世纪国际物流英语》是为培养跨学科、复合型英语类专业学生而编写的教材,共分 13 个单元,每个单元由 Text A (细读)和 Text B (泛读)两部分组成,单元中的问题贯穿始终,使学习者边学边思考,教师边讲边问。每个单元中的练习运用词汇互译、术语与定义搭配、知识理解、专业翻译、阅读理解等手段,全面提高学习者熟悉并掌握现代国际物流英语的表达方式和术语内涵,了解该领域英语的词汇、语法、风格的特殊性,最终使学习者具备用国际物流英语听,说,读,写,译的开展现代国际物流工作的跨文化沟通能力。

本书适于作高等院校商务英语、英语、翻译、国际物流、跨境电商、国际贸易、国际保险与金融、国际经济管理等专业的相关课程英语教材,也可作 MBA 学生的专业阅读选修课教材。本书也是国际物流行业和物流管理部门的工作人员的物流英语培训教材或自学参考书。

本书由浙江工商大学刘法公教授、鲍文教授、华南师范大学俞建耀副教授联合编写。刘法公教授负责本书的总体策划、设计和文字统稿,分工编写了第 1, 2, 3, 4, 5, 6 单元和本书的前言、目录与练习答案;鲍文教授分工编写了第 7, 8, 9 单元;俞建耀副教授分工编写了第 10, 11, 12, 13 单元。三位教授团结协作,在辛苦编写中不断研讨,反复修改,为把本书编出特色做出了应有的努力。

本教材编写所用的英语资料多取材于 Donald F. Wood, Anthony P. Barone, Paul R.

Murphy, Daniel L. Wardlow 合编的 *International Logistics* (美国) (American Management Association, Second Edition, 2002), 使我们能向学习者提供纯正的物流英语。同时我们还参考了网络上有关国际物流的最新文献, 在此向这些作者表示衷心感谢, 感谢他们为我们学习国际物流英语提供了语料。

本教材是浙江省重点教材资助基金项目之一, 得到了浙江省教育厅、浙江工商大学外国语学院和浙江工商大学出版社的大力支持, 在此我们表示诚挚谢意。

本教材编写的体例和内容都难免有不足之处, 欢迎批评指正。

CONTENTS

Unit 1 Overview of International Logistics

Text A

1.0 What is Logistics?	001
1.1 Branches of Logistics	002
1.1.1 Military Logistics	002
1.1.2 Third-party Logistics	002
1.1.3 Production Logistics	003
1.2 Widely-accepted Definitions and Concepts of Logistics	004
1.3 International Logistics	006

Exercises 1

1.4 International Supply Chain Management	009
---	-----

Exercises 2

1.5 Factors for Operation of Logistics	015
--	-----

Exercises 3

Text B

Passage 1 Reverse Logistics and Its Importance	019
Passage 2 Logistics	021

Unit 2 Government's Involvement in Logistics

Text A

2.0 Promoting Economies	023
2.1 National Defense Concerns	024
2.2 Export Controls on Strategic Materials	026

Exercises 1

2.3 Governments' Boycotts	033
2.4 Governments' Controls on Imports	034
2.4.1 Government Support for Its International Carriers	035

Exercises 2

2.4.2 Government Support in Other Ways	042
2.5 Port State Control and Flags	043
2.6 Controls on International Aviation	045

Exercises 3

Text B

Passage 1 Integrators ①	050
Passage 2 Other Companies involved in Air Express Delivery	053

Unit 3 Logistics in Different Countries

Text A

3.0	Introduction	057
3.1	How to Get Started	058
3.2	Cultural Differences	060
3.3	The Cultural Environment	061
3.4	The Core Values of U.S. Culture	062
3.5	Language Differences	065

Exercises 1

3.6	Logistical Development in Different Worlds	071
3.6.1	The First World	072
3.6.1.1	Infrastructure	074
3.6.1.2	Performance	075
3.6.1.3	Information Systems	075
3.6.1.4	Human Resources	076
3.6.1.5	Strategic and Financial Resources	077

Exercises 2

3.7	The Emerging World	081
3.7.1	Emphasis on Infrastructure Renewal and Development	082
3.7.2	Influence of Firms Versus	

Government	083
------------	-----

3.8	The Third World	085
3.8.1	Infrastructure Insufficiency	086
3.8.2	Transportation	087
3.8.3	Warehousing, Inventories and Customer Service	088
3.8.4	Information	089
3.8.5	Trade Issues	090
3.8.6	Governmental Stability	091
3.8.7	Ethical Considerations	091

Exercises 3

3.9	Trade Blocs	097
3.9.1	The European Community	098
3.9.2	NAFTA	101
3.9.3	ASEAN and MERCOSUR	103

Exercises 4

Text B

Passage 1	Three Types of Channels of Marketing	106
Passage 2	First World-Class Logistics Company in Sudan	110

Unit 4 Functions and Intermediaries of Logistics

Text A

4.0	Introduction	113
4.1	Outbound Logistics Functions	115
4.1.1	Demand Forecasting	115
4.1.2	Order Management	116
4.1.3	Packaging	116
4.1.4	Labeling and Documentation	117

4.1.5	Customer Service	118
4.1.6	Parts and Service Support	119
4.2	Inbound Logistics Functions	120
4.2.1	Production Scheduling	120
4.2.2	Procurement	121
4.2.3	Returned Products	122

Exercises 1

4.3	Overall Logistics Activities	127
-----	------------------------------	-----

4.3.1	Inventory Management	127	4.4.3	Export Management Companies	145
4.3.2	Transportation Management	130	4.4.4	Export Packers, Customhouse Brokers and Others	146
4.3.3	Materials Handling	133	4.4.5	Container Leasing Companies	147
4.3.4	Warehouse and Distribution Center Management	134	4.4.6	Export Trading Companies	147
4.3.5	Salvage and Scrap Disposal	134			
4.3.6	Interplant Movements	135	Exercises 3		
4.3.7	Plant and Warehouse Site Selection	136	Text B		
4.3.8	Moving People	138	Passage 1	Third Party Logistics in Supply Chain	149
Exercises 2			Passage 2	Specific Nature of Logistics Customer Service in Supply Chain	151
4.4	Logistics Intermediaries	142			
4.4.1	Freight Forwarders	143			
4.4.2	NVOCCs	144			

Unit 5 Logistics Costs and Efficiency

Text A

5.0	Controlling Costs	155
5.1	Striving for Efficiency and Effectiveness	157
5.2	Differences of Efficiency and Effectiveness	159
5.3	Physical Distribution Costs	160
5.3.1	The Total Cost of Performing the Physical Distribution	161

Exercises 1

5.4	Organizational Structure and Functional Decisions	164
5.5	The Function of Inventories	166
5.5.1	Service and Costs	166
5.5.2	Inventory Problems	166
5.5.3	Alternatives	167

Exercises 2

5.6	Tools to Facilitate Physical Distribution	170
5.6.1	Operation Research	170
5.6.2	Electronic Data Processing	171
5.6.3	Airfreight	172
5.7	The Raytheon Case	174
5.8	Implications	175

Exercises 3

Text B

Passage 1	Distribution Ideas in A Changing Market	178
Passage 2	Transportation: A Part of the Distribution System	182

Unit 6 Various Channels for Logistics

Text A

6.0	Introduction	186
6.1	Channel Classification	188
6.1.1	Channel Classification from Different Perspectives	188
6.1.2	Examples	189
6.1.3	Significance of the Classification	190

Exercises 1

6.2	Channel Functions of Exchange	193
6.3	The Exchange Network	196
6.4	Objective of Exchange Channels	198

Exercises 2

6.5	Distribution Channel Structure	201
6.5.1	Postponement Principle	201
6.5.2	Postponement and the Shifting of Risk	202
6.5.3	Speculation	203
6.5.4	The Combined Principle	203
6.6	Conclusion	204

Exercises 3

Text B

Passage 1	The Concept of Substitutability	207
Passage 2	Distribution Channels in China	209

Unit 7 Ocean Cargo Types and Shipping

Text A

7.0	Introduction	213
7.1	Cargo Types	214
7.2	Vessels and Vessel Characteristics	217

Exercises 1

7.3	Vessel Types	223
7.3.1	Tankers	224
7.3.2	LNG (Liquefied Natural Gas) Carriers	225
7.3.3	Ore and Bulk Carriers	226
7.3.4	Combination (Oil and Dry-Bulk) Carriers	228
7.3.5	General Cargo Vessels	228

Exercises 2

7.3.6	Neo-bulk Carriers	234
7.3.7	Combined Passenger/Cargo Ships	234
7.3.8	Fast Ships	235
7.3.9	Barges	236
7.4	Vessel Ownership by Countries	237

Exercises 3

Text B

Passage 1	Air Transportation	240
Passage 2	American Merchant Shipping	244

Unit 8 Export Documentation & Cargo Insurance

Text A			8.3	Cargo Insurance	269
8.0	Introduction	248	8.3.1	Policies	271
8.1	Documentation	250	8.3.2	Insurable Interest	272
8.1.1	Commercial invoice	252	8.3.3	Perils	273
8.1.2	Consular Invoice	259	8.3.4	Inherent Vice	275
8.1.3	Dock Receipt	259	Exercises 2		
8.1.4	Insurance Certificate	259	8.3.5	Term	278
8.1.5	Letter of Credit	259	8.3.6	Prevention	278
8.1.6	Ocean Bill of Lading	259	8.4	Hull Insurance	280
8.1.7	Shipper's Export Declaration	260	8.5	Air Cargo Insurance	282
8.1.8	Shipper's Letter of Instruction	261	8.6	Land Transport	283
8.1.9	"Clean" Documents	261	8.7	Settlement of Insurance Claims	283
8.1.10	Carnets	261	Exercises 3		
8.1.11	Hazardous Materials	262	Text B		
Exercises 1			Passage 1	Bill of Lading & Letter of Credit	288
8.2	Logistics of Documentation	265	Passage 2	A Case of Insurance	291

Unit 9 Export Product Movement

Text A		9.2.6 Transportation Management	310
9.0	Introduction	295	
9.1	International Transaction Channel Activities and Their Influence	296	Exercises 2
9.2	The International Distribution Channel	298	9.3 Hazardous Materials Transportation
			317
9.2.1	Order Management	299	9.4 Friction or Fraud in the Distribution Channel
9.2.2	Labeling	300	320
Exercises 1			Exercises 3
9.2.3	Protective Packing	305	Text B
9.2.4	Pre-shipment Inspections	308	Passage 1 UPC Barcode
9.2.5	Commercial Diversion	309	Passage 2 Booking Shipping Space
			325

Unit 10 Global Sourcing and Procurement

Text A			Holding Costs	350
10.0	Introduction	333	10.3. 6 Implementation: A Critical	
10.1	Why Source Globally?	334	Juncture	352
10.1.1	The Factor-Input Strategy		10.4 Monitoring and Improving	353
		334	10.5 Issues in Importing and Exporting	
10.1.2	The Market-Access Strategy			354
		336	10.5.1 Child Labor	354
10.2	Designing a Global Sourcing System		10.5.2 Reduced Tariffs	354
		339	10.5.3 Foreign Trade Zones	355
Exercises 1			10.5.4 Exporting for Assembly	
10.3	Global Sourcing and Procurement		In Bond	355
		343	10.5.5 Countertrade	356
10.3.1	Planning	343	Exercises 3	
10.3.2	Specification	345	Text B	
10.3.3	Evaluation	346	Passage 1 UPS focus turns towards tighter	
Exercises 2			supply links	360
10.3.4	Relationship Management	350	Passage 2 Cross Docking	364
10.3.5	Transportation and Inventory			

Unit 11 Famine Relief Logistics

Text A			11.8 Warehousing and Storage	380
11.0	Introduction	368	11.9 Transport	381
11.1	Famine Relief Logistics	368	Exercises 2	
11.1.1	Environmental famines	369	11.10 Documentation	387
11.1.2	Political famines	370	11.11 Parts and Service Support	388
11.2	Command and Control	371	11.12 “Customer” Service	389
11.3	Demand Forecasting	373	Exercises 3	
Exercises 1			Text B	
11.4	Sourcing	376	Passage 1	Logisticians and Disasters 394
11.5	Packaging	377	Passage 2	Logistics behind Sichuan Earthquake
11.6	Managing Inventories	378		Relief Efforts 395
11.7	Site (or Route) Selection	379		

Unit 12 Logistics in International Supply Chain

Text A		Global Supply Chain	413
12.0	Introduction	402	
12.1	The Global Business Climate and Logistics	403	
12.1.1	Increasing Market Concentration	403	
12.1.2	Increased Dispersion of Production	404	
12.1.3	Increasing Product Line Diversity	406	
12.2	Two Strategic Approaches for Global Supply Chain Management	407	
Exercises 1		12.3.2 The Market-Accommodation Flow in the Operational Context	413
12.3	The Coordinating Role of Logistics in Supply Chain Management	412	
12.3.1	Logistics in the Context of the	12.3.3 Market-Accommodation Flow	414
		12.3.4 The Market-Accommodation Flow in the Behavioral Context	414
		12.4 Managing Successful Global Supply Chain Collaboration	416
Exercises 2			
Text B			
		Passage 1 Packing (Loading) and Emptying Containers	423
		Passage 2 Excellence in Motion	426

Unit 13 Common Issues in International Logistics

Text A		13.7 The Internet	435
13.0	Introduction	431	
13.1	Increased Use of World-Class Logistics Practices	432	
13.2	Multi-Country Trade Alliances	432	
13.3	One-Stop Shopping Concept	433	
13.4	Amodalism	433	
13.5	Environmental Concerns	434	
13.6	Space Transport and Exploration	434	
Exercises 1			
Text B			
		Passage 1 Packaging Requirements	438
		Passage 2 Seven Deadly Sins of Reverse Logistics	442
Key to the Exercises			

Unit 1

Overview of International Logistics

Text A

1.0 What is Logistics?

Logistics is the management of the flow of goods, information and other resources, including energy and people, between the point of origin and the point of consumption in order to meet the requirements of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material-handling, and packaging, and occasionally security. Logistics is a channel of the supply chain which adds the value of time and place utility. Today the complexity of production logistics can be modeled, analyzed, visualized and optimized by plant simulation software.

The term “logistics” originates from the ancient Greek “λόγος” (“logos”—“ratio, word, calculation, reason, speech, oration”). Logistics is considered to have originated in the military’s need to supply themselves with arms, ammunition and rations as they moved from their base to a forward position. In ancient Greek, Roman and Byzantine empires, there were military officers with the title ‘Logistikas’ who were responsible for financial and supply distribution matters.

The Oxford English dictionary defines logistics as: “The branch of military science having to do with procuring, maintaining and transporting material, personnel and facilities.” Another dictionary definition is: “The time-related positioning of resources.” As such, logistics is commonly seen as a branch of engineering which creates “people systems” rather than “machine systems.”

1.1 Branches of Logistics

1.1.1 Military Logistics

Integrated Logistics Support is a discipline used in military industries to ensure an easy supportable system with a robust customer service concept at the lowest cost and in line with (often high) reliability, availability, maintainability and other requirements as defined for the project.

In military logistics, logistics officers manage how and when to move resources to the places they are needed. In military science, maintaining one's supply lines while disrupting those of the enemy is a crucial—some would say the most crucial—element of military strategy, since an armed force without resources and transportation is defenseless.

The defeat of the British in the American War of Independence and the defeat of the Axis in the African theatre of World War II, have been largely attributed to logistical failure. The historical leaders Hannibal Barca, Alexander the Great, and the Duke of Wellington are considered to have been logistical geniuses.

© Activities for Comprehension

- (1) What else does logistics manage beside the flow of goods?
- (2) Where does the term “logistics” originate?
- (3) Why is logistics seen as a branch of engineering?
- (4) What do logistics officers do in military logistics?
- (5) How serious is a logistical failure in a war?

1.1.2 Third-party Logistics

Third-party logistics involves the utilization of external organizations to execute logistics activities that have traditionally been performed within an organization itself. According to this definition, third party logistics includes any form of outsourcing of logistics activities previously performed in-house. If, for example, a company with its own warehousing facilities decides to employ external transportation, this would be an example of third party logistics.

Logistics as a business concept evolved only in the 1950s. This was mainly due to the increasing complexity of supplying one's business with materials and shipping out products in an increasingly globalized supply chain, calling for experts in the field who are called Supply Chain Logisticians. This can be defined as **having the right item in the right quantity at the right time at the right place for the right price in the right condition to the right customer** and is the science of process and incorporates all industry

sectors. The goal of logistics work is to manage the fruition of project life cycles, supply chains and resultant efficiencies.

In business, logistics may have either internal focus (inbound logistics), or external focus (outbound logistics) covering the flow and storage of materials from point of origin to point of consumption (see supply chain management). The main functions of a qualified logistician include inventory management, purchasing, transportation, warehousing, consultation and the organizing and planning of these activities. Logisticians combine a professional knowledge of each of these functions so that there is a coordination of resources in an organization. There are two fundamentally different forms of logistics. One optimizes a steady flow of material through a network of transport links and storage nodes. The other coordinates a sequence of resources to carry out some project.

The term is used for describing logistic processes within an industry. The purpose of production logistics is to ensure that each machine and workstation is being fed with the right product in the right quantity and quality at the right point in time. The issue is not the transportation itself, but to streamline and control the flow through the value adding processes and to eliminate non-value adding ones.

Production logistics can be applied in existing as well as new plants. Manufacturing in an existing plant is a constantly changing process. Machines are exchanged and new ones added, which gives the opportunity to improve the production logistics system accordingly. Production logistics provides the means to achieve customer response and capital efficiency.

Production logistics is getting more and more important with the decreasing batch sizes. In many industries (e. g. mobile phone) batch size one is the short-term aim. Even a single customer demand can be fulfilled in an efficient way. Track and tracing, which is an essential part of production logistics-due to product safety and product reliability issues-is also gaining importance especially in the automotive and the medical industry.

A logistician is a professional logistics practitioner. Professional logisticians are often certified by professional associations. Some universities and academic institutions train students as logisticians, by offering undergraduate and postgraduate programs.

1. 1. 3 Production Logistics

© Activities for Comprehension

- (1) What does third party logistics mean?
- (2) When did logistics as a business concept evolve?
- (3) What is the goal of logistics work?
- (4) How important is production logistics for a new plant?
- (5) Where can logisticians get professional certificates?

1.2 Widely-accepted Definitions and Concepts of Logistics

Definitions of **logistics** are many and various. The U. S.-based Council of Logistics Management defines logistics as the process of “**planning, implementing, and controlling the physical and information flows concerned with materials and final goods from point of origin to point of usage.**” Later, U. S.-based Council of Supply Chain Management Professionals defined the term “**logistics**” as:

Logistics is that part of the supply chain process 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.

Most professional literature today states that the following are functions of logistics:

customer service; demand forecasting; documentation flow; handling returns; inter-plant movements; inventory management (inbound, plant, and outbound); parts/service support; materials handling; order processing; plant and warehouse site selection; production scheduling; protective packaging; purchasing; salvage scrap disposal; traffic management; and warehouse and distribution center management. (*Encyclopedia Britannica*. 1993, *Chicago*, *Encyclopedia Britannica, Inc.*, Vol. 28, pp. 878—882)

Logistics managers see that the focus of their profession lies in those activities that are related to the physical aspects of the movement of goods from supplier to customer. Logisticians are mostly concerned about the transportation, packaging, warehousing, security, and handling of goods that their firm purchases or sells, and they interact daily with managers who hold other responsibilities closely related to the movement of these goods; manufacturing and production, purchasing and procurement, marketing, inventory management, finance, and customer service.

The managers working in the fields of logistics and international

logistics changed the definitions that they used to describe their profession. Whereas “logistics”, as the most commonly accepted term for all of the activities in which they engaged, was broadened, from the mid-1980s, to include additional activities. The term “logistics” was renamed “supply chain management” in the 1990s. Today, “logistics” is used to encompass a subset of the activities that constitute Supply Chain Management, whose scope is much broader than that of logistics.

◎ Activities for Comprehension

- (1) Which is the function of logistics that you have never heard of before?
- (2) Where are the two definitions of logistics from?
- (3) What different participants are involved in international logistics?
- (4) What are logisticians mostly concerned about?
- (5) What is the relation between logistics and supply chain management?

In 2004 the Council of Logistics Management changed its name to the Council of Supply Chain Management Professionals (CSCMP) to reflect the broad nature of the field, and produced a definition: **Supply Chain Management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all Logistics Management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers, and customers. In essence, Supply Chain Management integrates supply and demand management within and across companies.**

This definition reflects an extension of the concept of logistics to that of supply chain management. The shift from logistics to supply chain management is a shift from an internal focus on the company's own processes to an external focus that includes all the firm's partners. Supply Chain Management includes not only all of the tactical and managerial decisions in which logistics and operations managers tend to focus, but also strategic issues that are more traditionally the domain of the managers in those top management positions commonly called “C-level” positions (CEO—Chief Executive Officer, CFO—Chief Financial Officer, COO—Chief Operations Officer). Some companies have created positions of Chief Supply Chain Officers.