

高等院校物流管理专业系列教材 · 物流企业岗位培训系列教材

物流英语

(第2版)

卢亚丽 赵 伟 ◎ 主 编
李战国 杨 萌 ◎ 副主编



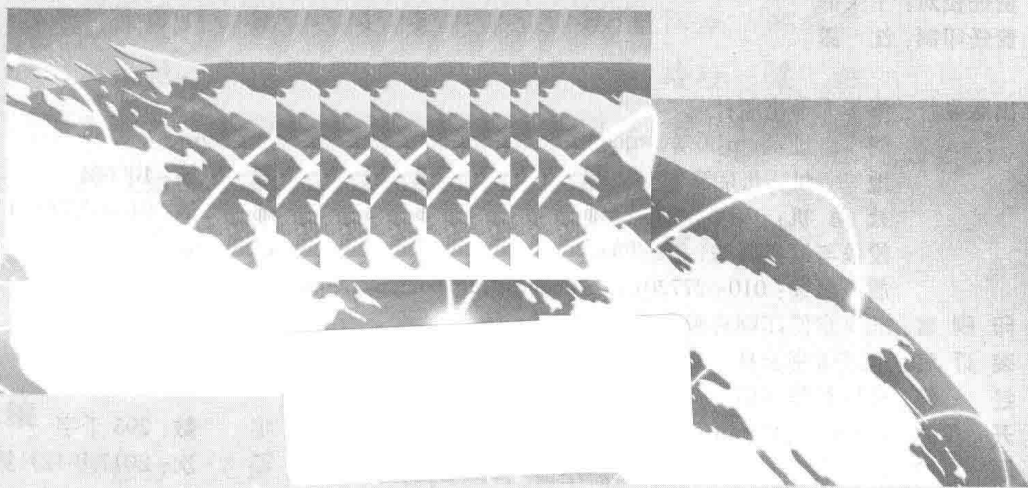
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北 京

内 容 简 介

本书根据经济全球化的快速发展,结合物流英语教学改革的新特点,系统介绍物流管理、仓储、包装、采购、运输、配送、物流信息系统以及供应链管理等物流专业英语基本知识,并通过强化实训,培养提高读者的应用能力。

本书具有知识系统、案例丰富、注重创新、集理论和实践于一体的特点,因而既可以作为普通高等院校本科物流管理、国际贸易、电子商务等专业的首选教材,同时兼顾高职高专、应用型大学的教学;也可作为物流和外贸企业从业者的培训教材,并为广大社会学习物流专业英语的人员提供有益的参考和借鉴。

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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，国务院陆续下发《国务院关于印发物流业调整和振兴规划的通知》（国发〔2009〕8号）、《国务院办公厅关于促进物流业健康发展政策措施的意见》（国办发〔2011〕38号）、《国务院办公厅关于促进内贸流通健康发展的若干意见》（国办发〔2014〕51号）等多个文件，制定和完善相关配套政策措施，以有序实施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。

2015年3月，经国务院授权，国家发展和改革委员会、外交部、商务部联合发布《推动共建丝绸之路经济带和21世纪海上丝绸之路的愿景与行动》，随着我国改革开放和社会主义市场经济的加速推进，随着国家“一带一路、互联互通”总体发展战略的制定和实施，我国迅速融入全球经济一体化的进程中，中国市场国际化的特征越发凸显。

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。面对当前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的物流教材陈旧和知识老化而亟须更新的问题,为了适应国家经济发展和社会就业急需,为了满足物流行业规模发展对操作技能型人才的需求,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、华北水利水电大学、江西财经大学、山东外贸职业学院、吉林财经大学、广东理工大学、辽宁中医药大学、郑州升达经贸管理学院等全国 20 多个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,旨在迅速提高高等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。

本套教材作为普通高等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,按照物流企业对人才的需求模式,结合学生就业加强实践能力训练,注重校企结合、贴近物流企业业务实际,注重新设施设备操作技术的掌握,强化实践技能与岗位应用培养训练,并注重教学内容和教材结构的创新。

本套教材根据高等院校“物流管理”专业教学大纲和课程设置,各教材的出版对强化物流从业人员教育培训、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社会就业具有特殊意义,因而既可作为本科高职院校物流管理专业教学的首选教材,也可作为物流、商务贸易等企业在员工的培训用书。

中国物流技术协会理事长 牟惟仲

2017 年 5 月于北京

Preface

全球经济一体化进程加快,世界各国之间的贸易交往日益密切,随着我国加入 WTO,我国流通市场已经对外全面开放,中国市场国际化的趋势已在形成,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。

当前,随着国家“一带一路、互联互通”总体发展战略的制定和实施,面对物流市场国际化的迅速发展及激烈竞争,对从事国际物流运营人员素质的要求越来越高,社会物资流通和物流产业发展急需大量具有物流英语知识与应用技能的复合型专门人才。

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。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关键技能;尽快提高我国涉外物流企业从业人员的英语水平已成为目前亟待解决的问题。

《物流英语》一书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物流专业知识,又熟练掌握物流英语及实际业务运作技能型人才的急需而编写的。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”等教育教学改革精神和要求,由长期从事物流英语教学的主讲教师及具有丰富经验的企业人士共同编写,本书的出版对提高从业人员的英语水平、提升物流企业的服务质量、促进我国外向型物流业的健康发展具有十分重要的意义。

本书自 2012 年出版以来,因写作质量高、突出应用能力培养,深受全国各高等院校广大师生的欢迎,目前已第 4 次重印。此次再版,作者审慎地对原教材进行了反复论证、精心设计,包括结构调整、压缩篇幅、补充新知识、增加技能训练等相应修改,以使其更贴近现代物流业发展实际,更好地为国家物流经济和教学服务。

本书作为普通高等教育物流管理专业的特色教材,共 8 个单元,以学习者应用能力培养为主线,坚持科学发展观,根据现代物流业的快速发展,

围绕物流运作所涉及的领域和业务,结合物流英语教学改革的新特点,系统介绍物流管理、仓储、包装、采购、运输、配送、物流信息系统以及供应链管理等物流专业英语基本知识,并通过强化实训,培养提高读者的应用能力。

本书融入了物流英语最新的实践教学理念,力求严谨,注重与时俱进,具有知识系统、案例丰富、注重创新、实用性强等特点。它既可以作为普通高等院校本科物流管理、国际贸易、电子商务等相关专业物流英语教学的首选教材,同时兼顾高职高专、应用型大学的教学;也可作为物流和外贸从业者的培训教材,并为广大社会学习物流专业英语的人员提供有益的参考和借鉴。

本教材由李大军筹划并具体组织,卢亚丽和赵伟主编,卢亚丽统改稿,李战国、杨萌为副主编,由物流英语专家王艳教授审订。作者编写分工:牟惟仲(序言),卢亚丽(第1章、第2章),赵伟(第3章、第4章),李战国(第5章、第6章),刘丽艳、李青、张淑谦(第7章),杨萌(第8章);华燕萍(文字修改、版式调整),李晓新(制作教学课件)。

在本教材再版过程中,我们参考借鉴了国内外有关物流英语的最新书刊、网站资料,并得到编委会和物流协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,读者可以从清华大学出版社网站(www.tup.com.cn)免费下载。因作者水平有限,书中难免有疏漏和不足,恳请同行和读者批评指正。

编 者
2017年11月

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art One

Texts

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- Chapter 2 Warehousing Management and Inventory Control
- Chapter 3 Transportation Management
- Chapter 4 Logistics Packaging
- Chapter 5 Distribution Management
- Chapter 6 Logistics Information System
- Chapter 7 Supply Chain Management
- Chapter 8 New Trends of Logistics

Overview of Logistics

Learning Objectives

- Understand the definition of logistics
- Understand some interpretations of logistics
- Understand why companies can get competitive advantages through logistics

Lesson 1.1 Origin and Definition

The *Oxford English Dictionary* defines logistics as “the branch of military science relating to procuring, maintaining and transporting material, personnel and facilities”. However, the *New Oxford American Dictionary* defines logistics as “the detailed coordination of a complex operation involving many people, facilities, or supplies”, and the Oxford Dictionary on-line defines it as “the detailed organization and implementation of a complex operation”. As such, logistics is commonly seen as a branch of engineering that creates “people systems” rather than “machine systems”.

In an effort to avoid potential misunderstanding about the meaning of logistics, this book adopts the current definition promulgated by the Council of Logistics Management (CLM), one of the world’s most prominent organizations for logistics professionals. According to the CLM, “Logistics is a 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.”^[1]

This definition needs to be analyzed in closer detail. First, The CLM definition indicates that the purpose of logistics is “to meet customers’ requirements”, so we maintain this firstly.

This is important for several reasons, with one being that logistics strategies and activities should be based upon customers' wants and needs rather than the wants, needs, and capabilities of other parties. The second reason for the importance of meeting customers' requirements is the notion that since different customers have different logistical needs and wants, a one-size-fits-all logistics approach (mass logistics) in which every customer gets the same type and level of logistics service will result in some customers being overserved and others being underserved.

Logistics is part of the supply chain process. The key point for now is that logistics is part of a bigger picture in the sense that the supply chain focuses on coordination among business functions (such as marketing, production, and finance) within and across organizations. The fact that logistics is explicitly recognized as a part of the supply chain process means that logistics has an impact on how well (or how poorly) an individual firm and its associated supply chain can achieve goals and objectives.

The CLM definition also indicates that logistics should be involved in all three activities—planning, implementing, controlling and not just one or two. Some suggest, however, that logistics is more involved in the implementation than in the planning of certain logistical policies.

Note that the CLM definition also refers to “efficient and effective forward and reverse flows and storage”. Broadly speaking, effectiveness can be thought of as “how well a company does what they say they’re going to do”.^[2] For example, a company promises that all orders will be 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 promises it can do.^[3]

With respect to forward and reverse flows and storage, logistics has traditionally focused on forward flows and storage, that is, those directed toward the point of consumption. However, the logistics discipline has recognized the importance of reverse flows and storage (reverse logistics), which originate at the point consumption. Reverse logistics is also likely to gain additional attention in the future because online purchases tend to have higher return rates than other types of purchases.

Finally, the CLM definition also indicates that logistics involves the flow and storage of “goods, services, and related information”. 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 easier and less costly for companies to substitute information for inventory. Consider the U. S.

Marine Corps which is in the midst of a decade-long strategy to improve its logistics. The Marines aim to replace inventory with information so that they won't have to stockpile tons of supplies near the battlefield. That's what the armed forces did during the Gulf War; only to find out they could not keep track of what was in containers and didn't even use many of the items.

New words and terms

Council of Logistics Management (CLM)		物流管理协会
the point of origin		起源地
the point of consumption		消费地
planning, implementing, controlling		计划、实施、控制
forward logistics		正向物流
reverse logistics		逆向物流
storage	<i>n.</i>	储存
inventory management		库存管理
warehousing	<i>n.</i>	仓储

Notes

1. Logistics is a 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.

物流是供应链运作过程中,以满足顾客需求为目的,对货物、服务和相关信息在产地和消费地之间实现高效率、高效益的正向和反向流通及存储所进行的计划、执行和控制过程。

2. Broadly speaking, effectiveness can be thought of as "how well a company does what they say they're going to do".

广义来说,效益被认为是“企业做其曾经承诺过未来将要做的事情所取得的效果”。

3. In contrast, efficiency can be thought of as how well (or poorly) company resources are used to achieve what a company promises it can do.

反之,效率则被认为是企业在实现其工作目标的过程中资源利用的好坏。