

21世纪
高等学校

物流管理
与物流工程
规划教材

物流英语

WULIU YINGYU



◎ 主 编 张 瑛

◎ 副主编 查苏倩 王存磊 周兴建

Logistics 



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· 北京 ·

内 容 简 介

本书是高等院校物流工程、物流管理专业的专业英语教材,选文内容涵盖物流管理综述、运输管理、仓储管理、库存控制、包装、物流信息系统、集装箱、物流单证及供应链管理9个主题,共9个单元,18篇文章。每单元均有两篇难度相当、长度适中的精读课文,文后附有参考术语、注释、辅助练习及补充阅读等内容供学生自学和理解。

本书内容精简、选材广泛、专业性强、时代性强,可作为物流工程与物流管理专业本专科生和其他相关专业的教学用书,也可供物流部门工程技术人员阅读参考。

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Unit 1

Overview of Logistics

Learning Points

To understand the definition of logistics

To learn the origin of containers

To know about the important role of containers

To get familiar with activities in logistics system

Text A About Logistics

Referred Terms 参考术语

logistics	物流
logistics management	物流管理
CLM (Council of Logistics Management)	供应链专业管理委员会
plan, implement and control	计划,实行和控制
flow and storage of goods	物品的流动和存储
customer requirements	客户需求

Main Passage 正文

1. Introduction of logistics

All around the globe, 24 hours of every day, 7 days a week, during 52 weeks a year, logistics is concerned with getting products and services where they are needed at the price time desired.¹

So what is logistics? Actually, the term “logistics” originates from the army of French. According to the French, the Baron of Jomini, who had served in Napoleon’s army before joining the Russian’s

and who later founded the Military Academy of St. Peterburg, first used this term in the early 19th century.² Therefore, logistics as a professional term encompasses transport organization, army replenishments and material maintenance. In other words, the term logistics involves the movement of goods, people, as well as housing and feeding them. Before the material which military stores and equips, food and accommodation can be supplied, they must first be obtained from somewhere.³

There are really many different definitions of logistics in different versions, although all of them seem so slightly different. This book will adapt what CLM (Council of Logistics Management) has defined it as follows:

*"Logistics is a part of the supply chain processes 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 the purpose of conforming to customer requirements."*⁴ (see Figure 1-1)

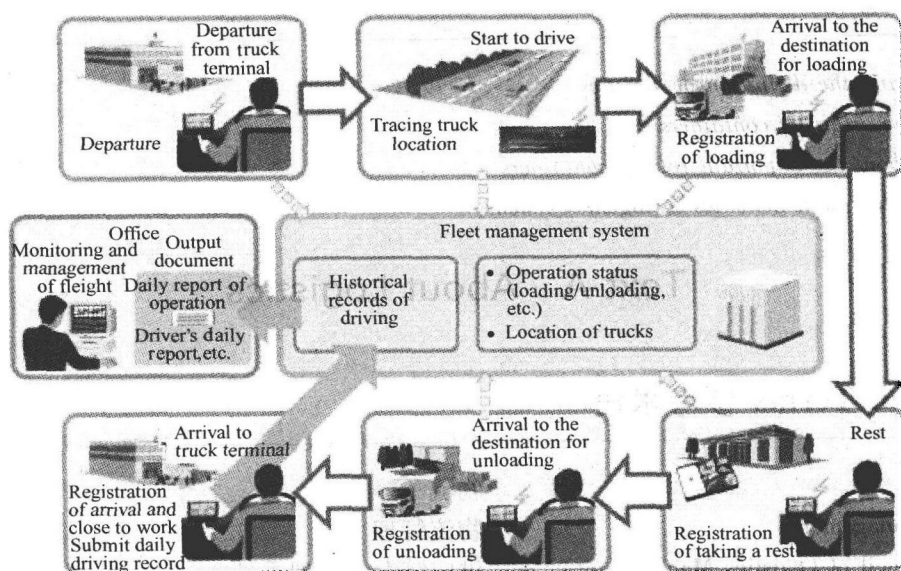


Figure 1-1 Logistics

2. About logistics definition

As it is a long definition to understand, we are going to take a closer analysis of this definition.

(1) A part of the supply chain process

First, it is a part of the supply chain process. It means that logistics can impact how well or how poorly an individual firm—and its associated supply chains—can achieve goals and objectives.

(2) Planning, implementing and controlling

Second, it processes of planning, implementing and controlling. The particular importance is the word *and*, which suggests that logistics should be involved in all three activities—planning, implementing and controlling—and not just one or two.⁵ But some suggest that logistics is more in-

volved in the implementation than in the planning of a certain of logistical practice.

(3) Efficient and effective flow and storage

Third, refers to “efficient and effective flow and storage”. Widely speaking, effectiveness can be thought of as “How well does a company do what they say they are going to do?” 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.⁶ As to forward and reverse flows and storage, it means that they direct toward the point of consumption.

(4) Goods, services and information

Fourth, it involves goods, services and 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.⁷ Advance in information technology renders it increasingly—and less costly—for companies to obtain important information to make logistical decision.

(5) Meet customers' requirements

Finally, it is to meet customers' requirements. This implies that logistics strategies and plans should be based on customers' wants and needs. Therefore, management must first find out what those wants and needs are, through communicating with customers to learn about their requirement.⁸

New Words & Expressions 新词

logistics	<i>n.</i> 物流学, 后勤学, 后勤
tend to	倾向于, 往往
refer	<i>vt.</i> 提交, 提及, 涉及
encompass	<i>vt.</i> 环绕, 围绕
replenishment	<i>n.</i> 补给, 补充
adopt	<i>vt.</i> 采用, 收养, 接受
various	<i>adj.</i> 不同的, 各种各样的, 多方面的
potential	<i>adj.</i> 潜在的, 可能的 <i>n.</i> 潜能, 潜力
council	<i>n.</i> 理事会, 委员会, 参议会
prominent	<i>adj.</i> 卓越的, 显著的, 突出的
implement	<i>vt.</i> 贯彻, 实现, 执行
consumption	<i>n.</i> 消费, 消费量
indicate	<i>vt.</i> 指出, 显示, 象征, 预示
involve	<i>vt.</i> 包括, 笼罩, 使陷于
receipt	<i>n.</i> 收条, 收据, 收到
reception	<i>n.</i> 接待, 接受
contemporary	<i>adj.</i> 现代的, 当代的
strategy	<i>n.</i> 策略, 军事策略

Notes 注释

1. All around the globe, 24 hours of every day, 7 days a week, during 52 weeks a year, logistics is concerned with getting products and services where they are needed at the price time desired.

物流经营活动较于其他任何一行业的经营活动,其内容更复杂,范围更宽广。一年五十二周,周周七天,天天二十四小时,物流都在从事着在要价时间拿到货物的服务活动。

2. Actually, the term “logistics” originates from both the army of French. According to the French, the Baron of Jomini, who had served in Napoleon’s army before joining the Russian’s and who later founded the Military Academy of St. Peterburg, first used the term in the early 19th century.

“物流”实际上源于法国军队,根据法国人阐述之词义,该词早于19世纪初被祖文尼男爵率先采用。祖文尼是一名原籍为瑞士的军官,他在投奔俄罗斯军队之前在拿破仑军中服役,其后一手创立“圣彼得堡军事学院”。

3. In other words, the term logistics involves the movement of goods, but also of people, as well as housing and feeding them. Before the materials which military stores and equips, food and accommodation can be supplied, it must first be obtained from somewhere.

换句话说,物流涉及的是物力、人力及营房、供给等多项内容的活动。在军队存储和装备的原材料、食物、营房住所被供给之前,首先须从其他地方找到它们。

4. This book will adapt what CLM (Council of Logistics Management) has defined it as follows:

“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 the purpose of conforming to customer requirements.”

本书将采用美国供应链管理专业委员会给出的定义进行分析:“物流是供应链中计划、实施和控制商品的快速、高效流动和储存,以及从源头到消费的服务和信息的全过程,用以满足客户的需求。

5. The particular importance is the word *and*, which suggests that logistics should be involved in all three activities—planning, implementing and controlling—and not just one or two.

特别重要的是这个“与”字,它指出物流应该包括所有这三个方面——计划、执行和控制——而不仅仅是其中一个或两个方面。

6. 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.

与之相对的是,效率是指企业能否利用它们的资源来实现其所承诺的效果。

7. 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.

确实如此,在当代商业环境中,信息的活动、存储与货物的流动、存储对于物流而言同等重要。

8. Finally, it is to meet customers' requirements. This implies that logistics strategies and plans should be based on customer wants and needs. Therefore, management must first find out what those wants and needs are, through communicating with customers to learn about their requirement.

最后,这一定义表明物流的目的是满足客户的需要。这就是说,物流策略和计划应该基于客户的需要。因此,管理层首先应该与客户进行交流,从而了解他们的要求。

Related Collocation 相关搭配

logistics enterprise	物流企业
logistics enterprise of transport (of warehouse)	运输型(仓储型)物流企业
logistics center	物流中心
logistics channel	物流渠道
logistics cost	物流成本
logistics outsourcing	物流外包
logistics engineering	物流工程
logistics fees	物流费用
logistics department	物流部
logistics document	物流单证
logistics functional integration	物流功能一体化
logistics hub	物流中枢
logistics industry	物流产业
logistics infrastructure	物流基础设施
logistics network	物流网络
logistics operation	物流运作
logistics of manufacturing	生产企业物流
logistics of retail enterprise	零售业物流
logistics of wholesale enterprise	批发企业物流
logistics scale	物流规模
logistics strategy	物流战略
logistical operating arrangement	物流操作安排
logistical requirement	物流需求
logistical expenditure	物流支出

logistical integration

物流综合

logistical synchronization

物流同步

Workout 练习

1. Discussion about the following questions:

(1) Is logistics a new concept? If it is not, do you know anything about the origin and history of logistics? Please share the information you have with your group member.

(2) How much do you know about the literal meaning of logistics?

2. Translate the following sentences into Chinese:

(1) Therefore, logistics as a term encompasses transport organization, army replenishments and material maintenance.

(2) As to forward and reverse flows and storage, it means that they directed toward the point of consumption.

(3) Advance in information technology make it increasingly—and less costly—for companies to obtain important information to make logistical decision.

Supplementary Reading 补充阅读

Other definitions of Logistics

Logistics—1. The branch of military operations that deals with the procurement, distribution, maintenance, and replacement of material and personnel. 2. The management of the details of an operation. —(American Heritage Dictionary)

Logistics—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 conforming to customer requirements. Note that this definition includes inbound, outbound, internal, and external movements, and return of materials for environmental purposes. —(Reference: Council of Logistics Management, <http://www.clm1.org/mission.html>, 1992-02-12.)

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. —(Reference: Canadian Association of Logistics Management, <http://www.calm.org/calm/AboutCALM/AboutCALM.html>, 1998-02-12)

Logistics—The science of planning, organizing and managing activities that provide goods or services. —(MDC, LogLink/LogisticsWorld, 1997.)

Logistics—Logistics is the science of planning and implementing the acquisition and use of the necessary resources to sustain the operation of a system. —(Reference: ECRC University of Defense Logistics Agency Included with permission from: HUM-The Government Computer Magazine “Integrated Logistics” December 1993, Walter Cooke.)

Logist—To perform logistics functions or processes. The act of planning, organizing and managing activities that provide goods or services. (The verb “to logist.” Eg. She logisted the last operation. I will logist the next operation. I am logisting the current operation. We logist the operations. The operations are well logisted.)—(MDC, LogLink/LogisticsWorld, 1997)

Logistical—Of or pertaining to logistics, logistics-like. —(MDC, LogLink/LogisticsWorld, 1997)

Logistics Functions—(*classical*) planning, procurement, transportation, supply, and maintenance. —(United States Department of Defense (DOD))

Logistics Processes—(*classical*) requirements determination, acquisition, distribution, and conservation. —(United States Department of Defense (DOD))

Business Logistics—The science of planning, design, and support of business operations of procurement, purchasing, inventory, warehousing, distribution, transportation, customer support, financial and human resources. —(MDC, LogLink/LogisticsWorld, 1997)

Cradle-to-Grave—Logistics planning, design, and support which takes into account logistics support throughout the entire system or product life cycle. —(MDC, LogLink/Logistics World, 1997)

Acquisition Logistics—Acquisition Logistics is everything involved in acquiring logistics support equipment and personnel for a new weapons system. The formal definition is “the process of systematically identifying, defining, designing, developing, producing, acquiring, delivering, installing, and upgrading logistics support capability requirements through the acquisition process for Air Force systems, subsystems, and equipment. —(Reference: Air Force Institute of Technology, Graduate School of Acquisition and Logistics.)

Integrated Logistics Support (ILS) (1)—ILS is a management function that provides planning, funding, and functioning controls which help to assure that the system meets performance requirements, is developed at a reasonable price, and can be supported throughout its life cycle. —(Reference: Air Force Institute of Technology, Graduate School of Acquisition and Logistics.)

Integrated Logistics Support (ILS) (2)—ILS encompasses the unified management of the technical logistics elements that plan and develop the support requirements for a system. This can include hardware, software, and the provisioning of training and maintenance resources. —(Reference: ECRC University of Defense Logistics Agency Included with permission from: HUM-The Government Computer Magazine “Integrated Logistics” December 1993, Walter Cooke.)

Logistics Support Analysis (LSA)—LSA is the iterative process of identifying support requirements for a new system, especially in the early stages of system design. The main goals of LSA are to ensure that the system will perform in order and to influence the design for supportability and affordability. —(Reference: Air Force Institute of Technology, Graduate School of Acquisition and Logistics.)

Text B Activities in Logistics System

Referred Terms 参考术语

customer service	客户服务
inventory management	库存管理
procurement management	采购管理
warehousing management	仓储管理
packaging	包装
transportation management	运输管理
material handling	物料搬运
information management	信息管理
production planning	生产计划
salvage and scrap disposal	废弃物处理

Main Passage 正文

A logistics system can be made up of many different functional activities (see Figure 1-2), some of which are described briefly below:

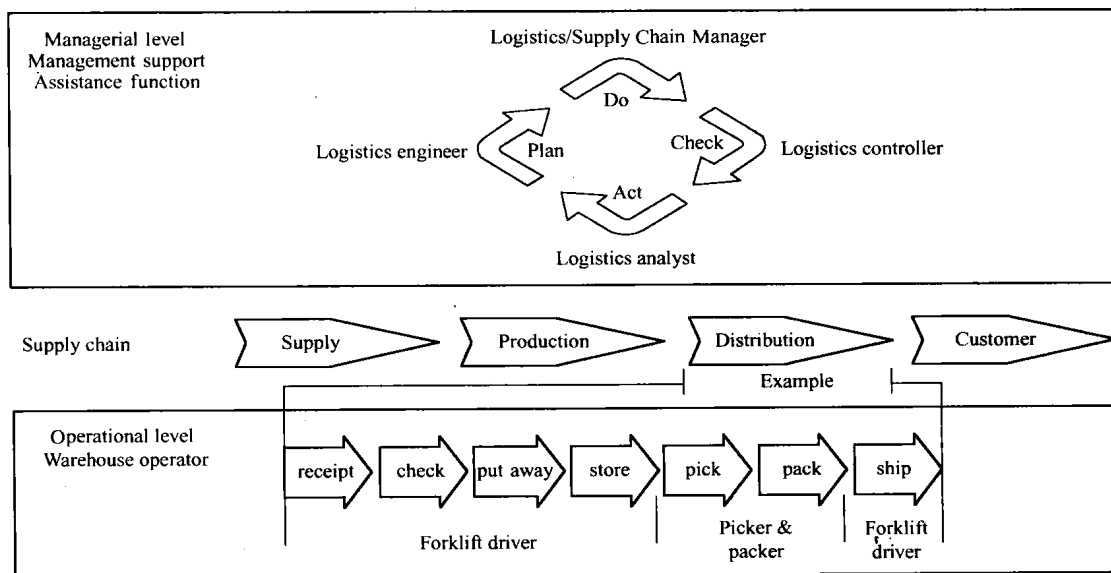


Figure 1-2 Activities in logistics system

1. Customer service

Customer service is a multi-dimensional and very important part of any organization's logistics activity. In a broad sense, it is the output of the entire logistics effort; that is, customer service and some resulting level of satisfaction are what the logistics system ultimately for the buyers.¹ However, many organizations do have a narrow view of customer service as something they actually perform. For example, a firm may have a customer service department or customer service employees that handle complains, special orders, damage claims, returns, billing problems, etc. For all intents and purposes, role in the overall logistics system becomes crucial. Disappointment at this level can lead to dissatisfaction with the organization that effectively neutralizes the entire logistics effort.

2. Inventory management

It deals with balancing the cost of maintaining additional products on hand against the risk of not having those items when the customer wants them.² So managers must decide whether they need additional products in a given market and, if so, how many of which items. Successful inventory control involves determining the level of inventory necessary to achieve the desired level of customer service while considering the cost of performing other logistics activities.

3. Procurement management

Procurement is the acquisition of material and services to ensure the operating effectiveness of the firm's manufacturing and logistics processes.³ The procurement function includes the selection of supply source locations, determination of the form in which the material is to be acquired, timing of purchases, price determination, quality control, and many other activities.

4. Warehousing management

Warehousing refers to places where inventory can be stored for a particular period of time. In the past decades, important changes have occurred with respect to the role of warehousing in contemporary logistics system.⁴

5. Packaging

Packaging performs two basic functions, including marketing and logistics. In a marketing sense the package acts as a form of promotion or advertising. Its size, weight, color, and printed information attract customers and convey knowledge about the product. From the perspective of logistics, packaging just protects the product from damage and make it easier to store and move products.

6. Transportation management

Transportation refers to managing the movement of products and includes activities such as selecting the method of shipment (air, rail, water, pipeline, truck) (see Figure 1-3); choosing the specific path; complying with various local, state and federal transportation regulation; and being a-

ware of both domestic and international shipping requirements.⁵

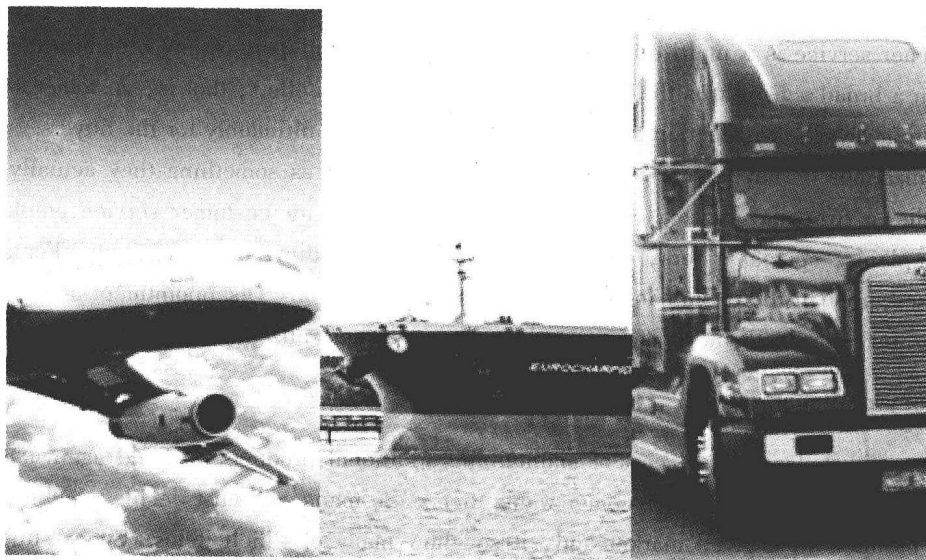


Figure 1-3 Method of shipment

7. Material handling

It is concerned with every aspect of the movement or flow of raw material, in-process inventory, and finished goods with a plant or warehouse.⁶ The objectives of material handling are:

- to eliminate handling wherever possible;
- to minimize travel distance;
- to minimize goods in process;
- to provide uniform flow free of bottle necks;
- to minimize losses from wasting, breaking, spoiling and thieving.

8. Information management

Information is what links all areas of logistics system together. The development of IT technology resulted in price reducing of computers and software, has become affordable even to small organizations.⁷ Firms are linking their internal logistics information systems with those of their suppliers, customers and other partner. Such an open exchange of information can result in faster order placement, quicker delivery, and greater accountability throughout the logistics process.

9. Salvage and scrap disposal

They can also be included under logistics because waste material is one by-product of the logistics process. If this material cannot be used to produce other products, it must be disposed of in some manner. Whatever the by-product is—scrap, residue, or radioactive waste—the logistics process must effectively and efficiently handle, transport, and store it. If the by-product is reusable or recyclable, logistics administers its transportation to re-manufacturing or reprocessing locations.