



高职高专“十一五”规划教材

物流英语

LOGISTICS ENGLISH

主编◎刘桂华 陈青玲 谭明霞

航空工业出版社

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内 容 提 要

本书是高职高专院校物流管理专业的基础教材,系统阐述了物流的相关理论知识。

全书共分 10 个单元,分别介绍了物流领域的相关知识。本书先从物流的基本概念讲起,然后围绕物流的功能深入展开,分别介绍了运输、仓储和库存、采购、包装、物流信息等基础知识,再以第三方物流和供应链管理对上述内容加以总结,最后讲述了电子商务与物流和逆向物流这两个热门话题。全书结构完整,自成体系。

本书非常适合作为高职高专物流管理专业及其相关专业的教材,也可供企业相关人员自学参考。

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伴随着国民经济的持续快速发展和网络信息技术的逐渐普及,现代物流业逐渐建立起自己独立的市场,形成了一个新的行业领域,并成为各个国家与地区新的经济增长点。

然而,我国的物流教育资源还非常落后,物流专业人才的匮乏已成为物流产业快速发展的巨大障碍。为推动物流产业的发展,满足市场对物流人才的需求,加强物流人才专业英语的培养已成为当务之急。

本书本着基础性、实用性和创新性的原则,系统阐述了物流的相关理论知识。全书共分10个单元,分别介绍了物流领域的相关知识。本书先从物流的基本概念讲起,然后围绕物流的功能深入展开,分别介绍了运输、仓储和库存、采购、包装、物流信息等基础知识,再以第三方物流和供应链管理对上述内容加以总结,最后讲述了电子商务与物流和逆向物流这两个热门话题。全书结构完整,自成体系。

与同类教材相比,本书具有以下特点:

第一,鲜明的职业特色。本书紧密围绕物流企业工作流程所需的相关知识和技能来组织教学内容,增设了工作语言情景的导入,让学生在了解工作岗位的主要流程、工作内容、工作职责和文化背景等基础之上,能够熟练运用英语来应对物流过程中的各项事务。

第二,独特的编排体系。本书充分吸取国内相关教材之长,将听力练习、情景对话、课文讲解和写作练习等模块融为一体,易教易学。

(1) 听力练习的安排包括短句、对话和段落三个部分,以填空的形式出现,由浅入深,有助于学生在提高听力水平的同时也提高行业英语的应用能力。

(2) 情景对话的设计紧密结合时代和行业特点,与课文内容前后呼应,使得课堂教学更加活泼,有利于学生进一步掌握基础知识。

(3) 课文讲解以单元教学为基础,每单元三篇课文,逐步推进,环环相扣。其中,前两篇课文为教师必讲内容,课文讲解中配有关键术语、生词和短语以及长难句解析等项目,便于教学;第三篇课文为学生自学内容,文中仅给出生僻词汇的注释,有利于激发学生的自主性学习。

(4) 课后练习形式多样,紧扣课文内容,可以帮助学生消化吸收。



(5) 为了提高学生的书面表达能力, 每单元都设置了基于课文内容的写作练习, 以此激发学生的发散思维, 并有助于学生进一步巩固本单元所学的理论知识。

(6) 本书图文并茂、以图代文, 以激发学生的学习兴趣 and 职业意识。

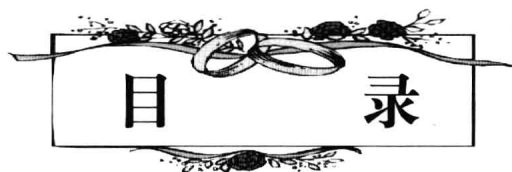
第三, 切实可行的操作模式。本书情景对话的选择与设计均以实用和够用为准绳, 课文选择以物流行业工作岗位必需为原则, 以通俗易懂为尺度。此外, 本书课文大多摘自于国内外的时新资料, 这样既可满足教学需要, 又兼顾了高职高专学生英语基础普遍薄弱且水平参差不齐的现状, 可以极大地提高学生学习的积极性。

本书在编写过程中借鉴和引用了有关专家和学者的研究成果, 特此表示感谢和敬意。

由于时间仓促, 加之作者水平有限, 书中不尽如人意之处在所难免, 恳请广大读者批评指正。

编 者

2010年6月



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Unit 1


Overview of Logistics

【Lead-in】



Logistics is a hot topic. This unit is mainly an overview of logistics, where the first passage describes the definition and major functions of logistics; the second passage focuses on the main activities in logistics system, including transportation, packaging, warehousing, etc.

【Learning Objectives】

- 
1. To understand the definition of logistics.
 2. To know the major functions of logistics.
 3. To learn the main activities in logistics system.



Listening & Speaking

I. Listen to the sentences and fill in the blanks with what you exactly heard.

1. Logistics is a hot _____ in China and the whole world.
2. Logistics is a _____ worthy of attracting the best and the brightest people from all walks of life.
3. Our work is mainly to move goods and information at the _____ possible cost.
4. Modern logistics is related to the _____ flow of materials and information.
5. The overall goal of logistics is to _____ a targeted level of customer service at the lowest possible total cost.

II. Listen to the dialogues and fill in the blanks with what you exactly heard.

1. A: The development of logistics can date back to _____ times in China.
B: Really? Could you give me some _____?
A: Of course. In the Three Kingdom Period, Zhuge Liang invented wooden horses to _____ food for his army.
B: It is so amazing!
2. A: I'm a little _____ about the interview.
B: Please be _____. You are always very good!
A: Will they recruit (招聘) only male staff?
B: I don't think so. Successful organizations are recruiting a _____ of people for their logistics management positions because diversity gives them an edge in the _____ competitive global marketplace.

III. Listen to the passage and fill in the blanks with what you exactly heard, the first letters have been given.

Many businesses that d_____ supply of goods or services have their own logistics d_____. For example, a company supplying motor cars around the world will have a logistics team. The manager will o_____ the process from the point of origin to the point of c_____. The team will deal with the acquisition of cars from the customers a_____ the delivery of parts and materials from suppliers. The suppliers and customers may be i_____ in different countries.



IV. Practice the following situational dialogue with your partner and then make a similar dialogue.

remind sb of 让...想起	entitle v. 给...题名
take part in 参与	in that case 那样的话
go through 经过	KFC chain shop 肯德基快餐连锁店
the other day 前几天	designated place 目的地
have a clearer picture of 对...更加清楚了	

Jane is a freshman majoring in logistics and Mark is a foreign teacher who teaches logistics English in a college. Jane wants to ask Mark something about logistics. The following is their conversation.

Jane: Hello, Heidi, you said that logistics is needed by any company that sells its products.

Mark: Yes, sure.

Jane: That reminds me of a story I read in my childhood entitled "A Thousand-man Cake".

Mark: Was that a very big cake?

Jane: No, it was a small one. It said that at least a thousand people had taken part in the making of the small cake.

Mark: Really? Did the story mention anyone in particular?

Jane: I'm afraid not. As far as I can remember, it said that lots of people did various work in the process of making the cake from the time the wheat was grown.

Mark: In that case, the story is similar to logistics, because both have to go through the different steps of preparation. But modern logistics employs far more technologies.

Jane: What is the modern logistics like?

Mark: Could you think of a company that sells any products?

Jane: Let me see. Ah, yes, I have one here. It is the KFC chain shop we went to the other day.

Mark: It could be a good example.

Jane: The chicken must be bought from some chicken farms regularly and other materials to be used in its chain shops should be bought from different suppliers and be shipped to the designated places.

Mark: You are perfectly right. But what you said is only part of logistics. If a



company takes up the job of supplying KFC with all the things needed in the operation of the chain shops, that is logistics.

Jane: Thanks, now I have a clearer picture of what logistics is.

Mark: You are welcome.



Text 1 What Is Logistics

【Key Terms】

logistics 物流

modern logistics 现代物流

Bar-code 条形码

EDI (Electronic Data Interchange)

GPS (Global Positioning System)

distribution processing 流通加工

containerization techniques 集装箱技术

POS (Point of Sale) 销售时点系统

电子数据交换

全球定位系统

【Text Learning】

The Origin and Definition of Logistics

The term “logistics” originates from the ancient Greek “λόγος”. Logistics is considered to have originated in the military field, where the army needed to supply themselves with arms, ammunition and rations as they moved from their base to a forward position.¹ In ancient Greece, there were military officers with the title “Logistikas” who were responsible for financial and distribution matters.

There are various definitions for logistics. Generally speaking, logistics is defined as the process of planning, implementing and controlling the efficient and effective flow and storage of raw materials, in-process inventory, finished goods and related information from the point of origin to the point of consumption for the purpose of meeting customer requirements.²

Overall, logistics involves order management, packaging, transportation, warehousing, materials handling, etc. (See Figure 1-1).

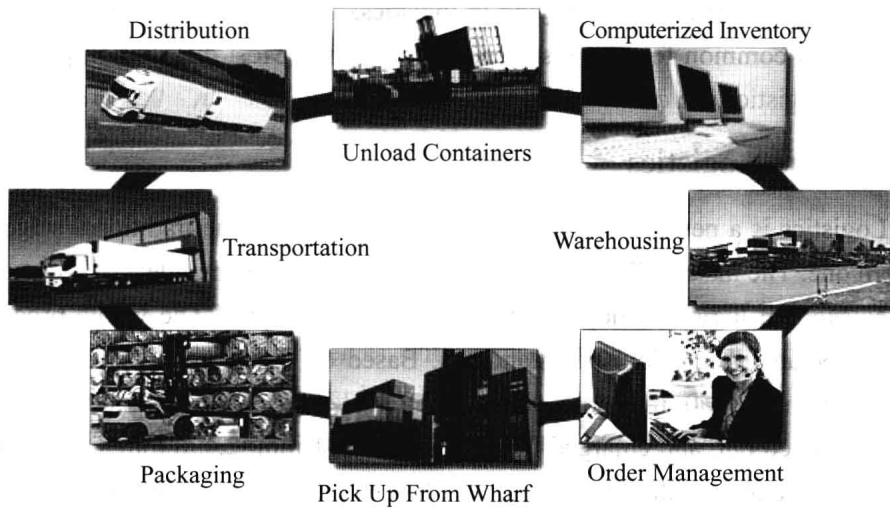


Figure 1-1 Logistics

【Knowledge Linkage】

Military Logistics

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

Three Major Functions of Logistics

The major functions of logistics are as follows:

- Creating time value. Goods of the same kind can be valued differently at different times. Goods often stop during the transfer process, which is professionally called the storage of logistics. It creates the time value for goods.
- Creating location value. Goods of the same kind can be valued differently at different locations. The value added during the transfer process is the location value of logistics.
- Distribution processing value. Sometimes logistics creates distribution processing value, which changes the length, thickness and packages of the



goods³. Like a popular saying in logistics, “cutting into smaller parts” is the most common form of distribution processing. Most distribution processing in logistics can create added value for goods.

The Modern Logistics

Logistics is a new commercial area, developing from the traditional stage to a modern one. The main differences between these two stages include:

- Modern logistics adopts containerization techniques. The whole process is operated under logistics standards. Based on the logistics base module of 600 mm×400 mm, the logistics module of 1,200 mm×1,000 mm was worked out, and enlarged to the size of 2,591 mm×2,438 mm—the standard height and width of the container⁴. It can be adjusted to the standard sizes of containers for trucks, trains and ships.
- Information technologies are most important for modern logistics. Bar-code, POS, EDI and GPS systems greatly improve the efficiency and accuracy of the logistics activities⁵. Internet further assists the market development, operation and management of the logistics industry.

【New Words and Phrases】

ancient /'eɪnfənt/ *adj.* 古代的; 古老的
 military /'mɪlɪtəri/ *n.* 军队; 武装力量
 military officers 军官
 ammunition /,æmjʊ'nɪʃən/ *n.* 弹药
 ration /'ræʃən/ *n.* 定量 [pl.] 口粮
 implement /'ɪmplɪmənt/ *vt.* 履行, 执行
 raw materials 原材料
 in-process inventory 在制品库存
 finished goods/products 制成品
 consumption /kən'sʌmpʃən/ *n.* 消费
 overall /'əʊvəɜ:l/ *adv.* 总的来说
 crucial /'kru:ʃəl/ *adj.* 重要的; 决定性的
 commercial /kə'mɜ:ʃəl/ *adj.* 商业(务)的
 traditional /trə'dɪʃənəl/ *adj.* 传统的
 adopt /ə'dɒpt/ *vt.* 采取(纳, 用); 收养



standard /'stændəd/ *n.* 标准, 规格
module /'mɒdju:l/ *n.* 组件, 模块, 模件
efficiency /i'fɪənsi/ *n.* 效率, 效能
accuracy /'ækjʊərəsi/ *n.* 准确性, 精确性
assist /ə'sist/ *vt.* 帮助, 协助

【Notes】

1. Logistics is considered to have originated in the military field, where the army needed to supply themselves with arms, ammunition and rations as they moved from their base to a forward position. 物流被认为起源于军事领域。从基地转移到前沿阵地时军队要给自己供应武器、弹药和口粮, 在这一过程中就产生了物流。

supply sb with sth 供应, 供给

Example: The government has supplied the refugees with enough food. 政府已经为难民提供了足够的食物。

2. Generally speaking, logistics is defined as the process of planning, implementing and controlling the efficient and effective flow and storage of raw materials, in-process inventory, finished goods and related information from the point of origin to the point of consumption for the purpose of meeting customer requirements. 一般来说, 物流是指为了满足客户需求而对起源地到消费地的原材料、在制品库存、产成品及相关信息的快速、高效流动和储存进行计划、执行和控制的全过程。

3. Sometimes logistics creates distribution processing value, which changes the length, thickness and packages of the goods. 有时, 物流活动也能创造流通加工价值, 这种流通加工主要改变商品的长度、厚度和包装形态。

4. Based on the logistics base module of 600 mm×400 mm, the logistics module of 1,200 mm×1,000 mm was worked out, and enlarged to the size of 2,591 mm×2,438 mm—the standard height and width of the container. 以物流基础模数尺寸 600 mm×400 mm 为基础, 制定出物流模数尺寸 1,200 mm×1,000 mm, 并将其放大至 2,591 mm×2,438 mm——集装箱的标准高度和宽度。

5. Bar-code, POS, EDI and GPS systems greatly improve the efficiency and accuracy of the logistics activities. 条形码、销售时点系统、电子数据交换和全球定位系统的使用都极大地提高了物流活动的效率和精确性。



【Exercises】

I. Choose the best answer for each question.

1. The term “logistics” originates from _____.
A. ancient Rome
B. ancient Greece
C. China
D. Japan
2. Logistics does not involve _____.
A. packaging
B. materials handling
C. warehousing
D. business flow
3. Storage of logistics can create _____ for goods.
A. the time value
B. the location value
C. distribution processing value
D. transportation value
4. “Cutting into smaller parts” refers to _____ for goods.
A. the time value
B. the location value
C. distribution processing value
D. transportation value
5. The size of base module in logistics is _____.
A. 300 mm×200 mm
B. 600 mm×400 mm
C. 1,200 mm×1,000 mm
D. 2,591 mm×2,438 mm

II. Read the following statements carefully and judge if they are “True” or “False”.

1. The term “logistics” originates from the ancient Rome. ()
2. Logistics can not create the time value. ()
3. Goods of the same kind can be valued differently at different locations.
()
4. Most distribution processing in logistics can create added value for goods.
()
5. The standard height and width of the container is 600×400mm. ()

III. Fill in the blanks with the words or phrases given below. Change the forms if necessary.

requirement	control	achieve	financial
minimum	refer	combination	inventory

Logistics _____ 1 _____ to the responsibility to design and administer systems to