

新编高职高专 **物流管理专业** 系列教材
XINBIAN GAOZHI GAOZHUAN WULIU
GUANLI ZHUANYE XILIE JIAOCAI

物流专业英语

WULIU ZHUANYE YINGYU

主 编 刘小红 杨 金



重庆大学出版社
<http://www.cqup.com.cn>



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内容简介

本书是实用性、操作性极强的物流专业英语教材,侧重于培养物流专业英语的应用技能。本书编写体例不同于其他物流专业英语书籍,它包括3个部分:物流文章、物流书信和物流单证,涉及物流英语应用最多的3个方面。物流文章涵盖物流专业的各个功能,提供给学习者必要的物流术语及表达;物流信函让学习者熟悉和模仿各种物流信函的写作;来自一线实际应用的物流单证让学习者学会阅读和填写各种物流单证。每部分附有注释、练习、操作训练等内容。为方便教学和学习,本书还将提供教学课件、课文译文和参考答案。

本书适合于高职院校物流专业的学生和物流领域的从业人员。

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前 言

随着我国对外开放的深入,国际物流在全国范围内都得到了长足的发展。近年来,重庆更是相继建立保税物流港区和大型保税物流园区,引进了一大批实力雄厚的外资企业或进出口业务占很大比重的企业,开辟了多条国际物流通道,进出口物流业务急剧膨胀,需要大量既熟悉国际物流操作,又具有较强外语应用水平的实用技能型人才。

在这种背景下,物流专业的学生除了应具备一定的物流专业文章的阅读理解能力,对各物流环节中的相关物流术语都能有所了解外,关键应在国际物流业务的处理方面具有较强的英语应用能力,这就对物流专业英语的教学提出了较高的要求。而目前市面教材多以物流文章为主,难度较大,可操作性不强,适合高职高专教学需求的教材很难找到,通常需要教师自己收集资料做讲义。为了满足大家对一本实用教材的需求,在重庆大学出版社的支持下,编者决定将各位一线教师收集的资料集中并结合多年的教学经验,编写一本实用技能培养的教材,本书因此而诞生。

本教材的内容以实用性,可操作性为主要特点,所选素材主要是物流企业实际应用的书信和单证。在编写过程中,我们也参考了其他一些物流专业英语教材和网站,在此表示感谢。

本书由重庆电力高等专科学校刘小红、重庆教育学院杨金负责全书总体设计和章节安排。具体编写分工如下:第一部分由重庆工业职业技术学院杨成编写;第二部分由刘小红,重庆工程职业技术学院胡蕾、袁晓利,重庆教育学院田穗编写;第三部分由杨金,重庆城市管理职业学院李昕,重庆财经职业学院曾齐、刘小红编写。刘小红负责对全书进行最后的统稿。

由于时间仓促,且编者的业务与外语水平有限,书中难免有不当之处,敬请广大同仁和读者批评指正。

编 者

2010年11月

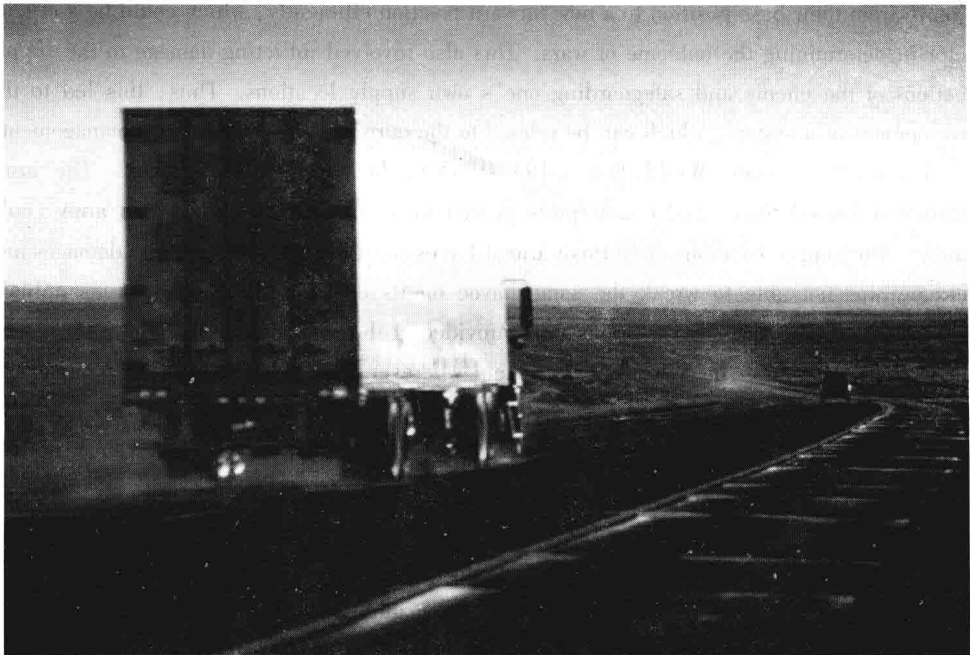
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Part I Logistics Articles

In this part, the logistics articles are selected from original ones in some foreign countries. It focuses on familiarizing the students with logistics English glossary, learning about long sentences analyses and translation skills specialized in specific English. Meanwhile, the students will learn about logistics development situations while reading the articles.



Unit One The Development of Logistics

1.1 Overview of Logistics

Logistics can be defined as providing the right type of products and/or services at the right price, place, and time and in the right condition. A quick look back at some logistics history may prove very enlightening.

The birth of Logistics can be traced back to ancient war times of Greek and Roman empires when military officers titled as ‘Logistics’ were assigned the duties of providing services related to supply and distribution of resources. This was done to enable the soldiers to move from their base position to a new forward position efficiently, which could be a crucial factor in determining the outcome of wars. This also involved inflicting damage to the supply locations of the enemy and safeguarding one’s own supply locations. Thus, this led to the development of a system, which can be related to the current system of logistics management.

During the Second World War (1939-1945), logistics evolved greatly. The army logistics of United States and counterparts proved to be more than the German army could handle. The supply locations of German armed forces were inflicted with serious damages and Germany was not able to wreak the same havoc on its enemy. The United States military ensured that the services and supplies were provided at the right time and at the right place. It also tried to provide these services when and wherever required, in the most optimal and economical manner. The best available options to do the task were developed. This also gave birth to several military logistics techniques which are still in use in a more advanced form.

Logistics has now evolved itself as an art and science. However, it cannot be termed as an exact science. Logistics does not follow a defined set of tables nor is it based on skills inherited from birth. A logistics manager performs his duties and responsibilities based on his educational experiences, skills, past experiences and intuition. These skills are nourished by a constant application of the same by him for the betterment of his organization. The logistics

manager ensures that the company is benefited by an effective and efficient system of logistical management. He also needs to ensure that the right kind of products and services are provided at the right time and for a right price, whether inside the organization's premises or delivery of shipments outside the premises of the organization.

Logistics has come to be a kind of relief for many organizations that formerly looked upon it as a burden. Companies nowadays are hiring people with the requisite knowledge to deliver sustainable enhancements in the field of supply chain management. As has been the case throughout most of logistics history, the task of a logistics manager involves a clear vision and a drive within to deliver results under strict deadlines in addition to his usual responsibilities.

This brief history of logistics brings us to its present-day usefulness to companies of every size. Companies today have tools such as inventory management software to make their job much more efficiently than the Greek and Roman Logistics thousands of years ago.

New Words and Expressions

logistics	[lə'dʒɪstɪks]	<i>n.</i> 物流
enlightening	[ɪn'laɪtnɪŋ]	<i>a.</i> 有启发意义的, 有启迪作用的
trace back to		追溯到
title	['taɪtl]	<i>n.</i> 头衔
assign	[ə'saɪn]	<i>vt.</i> 安排, 分配, 指派
distribution	[,dɪstrɪ'bjuːʃən]	<i>v.</i> 分发, 分配
base position		基地
crucial	['kruːʃəl]	<i>a.</i> 重要的, 至关重要的
outcome	['aʊtkʌm]	<i>n.</i> 结果
inflict	[ɪn'flɪkt]	<i>v.</i> 造成, 给予(惩罚)
supply locations		供应点
safeguard	['seɪfɡɑːd]	<i>v.</i> 保护
logistics management		物流管理
evolve	[ɪ'vɒlv]	<i>v.</i> (使)发展, (使)进化
counterpart	['kaʊntəpɑːt]	<i>n.</i> 同事, 配对物
German armed forces		德国武装部队
wreak	[riːk]	<i>v.</i> 报仇, 发泄(怒火)
havoc	['hævək]	<i>n.</i> 大破坏, 大灾难, 浩劫
optimal	['ɒptɪməl]	<i>a.</i> 最佳的, 最理想的
economical	[,iːkə'nɒmɪkəl]	<i>a.</i> 经济的
advanced form		先进的形式

inherit	[ɪn'herɪt]	v. 继承
intuition	[ɪntju:'ɪʃən]	n. 直觉,敏锐,洞察力
nourish	['nʌrɪʃ]	v. 滋养,培育
premises	['premɪsɪz]	n. 前提
delivery	[dɪ'livəri]	v. 发送,移交
shipment	['ʃɪpmənt]	n. 装货,运货
relief	[rɪ'li:f]	v. 减轻,免除
burden	['bʊ:dn]	n. 负担
requisite	['rekwɪzɪt]	n. 必须品,必要条件 a. 必不可少的
sustainable	[sə'steɪnəbl]	a. 可维持的
enhancement	[ɪn'hɑ:nsmənt]	n. 加强
supply chain management		供应链管理
case	[keɪs]	n. 案例
vision	['vɪʒən]	n. 景象,视觉
deadline	['dedlaɪn]	n. 截止日期,限期
responsibility	[rɪs,pɒnsə'bɪlɪtɪ]	n. 责任
inventory management software		存货管理软件

Notes

1. This was done to enable the soldiers to move from their base position to a new forward position efficiently, which could be a crucial factor in determining the outcome of wars.
这样做是为了使士兵能够高效率地从基地转移到前线,这将是战争胜负的关键性因素。
这里 which 引导非限定定语从句,代指 This was done to enable the soldiers to move from their base position to a new forward position efficiently 这句话。
2. This also gave birth to several military logistics techniques which are still in use in a more advanced form.
这也催生了当今仍以更先进形式运用的许多军事物流技术。
3. Logistics has now evolved itself as an art and science.
物流现在已发展成为一门科学和艺术。
4. Companies nowadays are hiring people with the requisite knowledge to deliver sustainable enhancements in the field of supply chain management.
现今公司雇佣具有相应知识的人对供应链领域不断加强管理。
5. This brief history of logistics brings us to its present-day usefulness to companies of every size.

物流简史使我们认识到了其在当今各种公司中的有用性。

Exercises

I. Translate the following sentences into Chinese.

1. Logistics can be defined as providing the right type of products and/or services at the right price, place, time and in the right condition.
2. This also involved inflicting damage to the supply locations of the enemy and safeguarding one's own supply locations.
3. This also gave birth to several military logistics techniques which are still in use in a more advanced form.
4. Logistics has now evolved itself as an art and science.
5. Logistics has come to be a kind of relief for many organizations that formerly looked upon it as a burden.

II. Challenging questions for discussion.

1. Can you narrate the development of logistics after reading the passage?
2. Where is the origin of logistics, why?
3. Why did logistics evolve greatly during the Second World War?
4. Can you talk more about the trend of logistics in the future with your imagination?

科技英语阅读与翻译技巧

——And 引导的句型

1. and 表示对照

例: Motion is absolute, and stagnation is relative.

运动是绝对的, 而静止是相对的。

2. and 表示结果

例: Operators found that the water level was too low so they turned on two additional main coolant pumps, and too much cold water flowing into the system caused the steam to condense, further destabilizing the reactor.

操作人员发现冷却水的水位过低, 就启动了另外两位主冷却泵, 结果过量的冷却水进入系统使蒸汽冷凝, 反应堆因而更不稳定。

3. and 表示条件

例: Even if a programmer had endless patience, knowledge and foresight, storing every relevant detail in a computer, the machine's information would be useless, and the

programmer know little how to instruct it in what human beings refer to as commonsense reasoning.

如果程序员不知道如何把人类通常用的常识推理给电脑下命令,就算他极有耐心、知识和先见之明,在一台电脑上储存了所有相关的细节,这台机器上的信息可能都是没用的。

4. and 表示递进

例: The electronic brain calculates a thousand time quicker, and more accurately than is possible for the human being.

电脑的计算速度比人脑快一千倍,并且能比人脑计算得更精确。

5. and 表示转折

例: While industrial laser today are most often used for cutting, welding, drilling and measuring, and the laser's light can be put to a much different use: separating isotopes to produce nuclear fuel.

虽然今天的工业激光器经常用于切割、焊接、钻孔和测量,但激光可以有其他不同的用途,即分离同位素以生产核燃料。

6. and = with

例: In addition, a plug-in fault diagnostic unit and signal monitoring system is normally supplied with the drive to enable any drive to alarm or control signal to be checked and monitored.

此外,一个带有信号监控系统的插入式故障诊断器通常装有驱动装置,以便能检验和监控任何驱动报警信号或控制信号。

1.2 The Historical Perspective of Logistics

Logistics starts from military. Logistics is a concept familiar to students of military history. Long associated with the distribution and supply of armed forces in wartime, logistics is proving to be a source of the victory of a campaign.

In the early part of 1991 the world was given a dramatic example of the importance of logistics. During the Gulf War it had been necessary for the United States and its allies to move huge amounts of material great distances in what were thought to be impossibly short time-frames. Half a million people and over half a million tones of material and supplies were airlifted 12,000 kilometers with a further 2.3 million tones of equipment moved by sea — all of this achieved in months.

In the Second World War logistics also played a major role. The Allied Forces' invasion

of Europe was a highly skilled exercise in logistics, as was the defeat of Rommel in the desert. Rommel himself once said that “before the fighting proper, the battle is won or lost by quartermasters”.

The Modern Perspective of Logistics

Logistics is recognized only recently. However while the Generals from the earliest times have understood the critical role of logistics, it is only in the recent past that business organizations have come to recognize the vital impact that logistics management can have in the achievement of competitive advantage.

This lack of recognition partly comes from the low level of understanding of the benefits of integrated logistics.

It has taken a further 70 years or so for the basic definition of logistics and the basic principles of logistics management to be clearly defined.

New Words and Expressions

associate	[ə'səʊʃɪət]	<i>vt.</i>	联系
ally	[ə'laɪ]	<i>n.</i>	同盟
airlift	[ˈeəɪft]	<i>vt.</i>	空运
quartermaster	[ˈkwɔːrtəˌmɑːstə]	<i>n.</i>	军需官
critical	[ˈkrɪtɪkəl]	<i>adj.</i>	关键的
vital	[ˈvaɪtəl]	<i>adj.</i>	主要的
impact	[ˈɪmpækt]	<i>n.</i>	冲击
availability	[əˌveɪləˈbɪləti]	<i>n.</i>	可得到
implement	[ˈɪmplɪmənt]	<i>vt.</i>	工具
conform	[kənˈfɔːm]	<i>vt.</i>	符合, 遵从
forecast	[ˈfɔːkɑːst]	<i>vt.</i>	预测
inventory	[ˈɪnvəntri]	<i>n.</i>	存货
defective	[dɪˈfektɪv]	<i>adj.</i>	有缺点的

Notes

1. During the Gulf War it had been necessary for the United States and its allies to move huge amounts of material great distances in what were thought to be impossibly short time-frames.

在海湾战争期间,美军及其盟军必须在短得几乎不可能的时间内把大宗战备物资远距离投送到相应的地点。

2. The Allied Forces' invasion of Europe was a highly skilled exercise in logistics.

盟军对欧洲的进攻就是一个应用物流的经典案例。

Exercises

I. Translate the following sentences into Chinese.

1. It is only in the recent past that business organizations have come to recognize the vital impact that logistics management can have in the achievement of competitive advantage.
2. Logistics deals with satisfying the customer.
3. Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow.
4. A logistics system can be made up of many different functional activities.
5. Customer service is the output of a logistics system.

II. Challenging questions for discussion.

1. Can you tell the origin of logistic?
2. How about the modern perspective of Logistics?

科技英语阅读与翻译技巧

专业名词的翻译

1. 公司名

公司名一般由两个部分组成:公司名称+表示公司的词,如 company(Co.), Limited (Ltd.), corporation (Corp.), incorporated (Inc.); 另外还有 business, enterprise, organization, establishment, system 等,有些公司名称不带任何“公司”字样,或省略或免用,但仍可根据其性质译为“××公司”。

公司名前半部是主体,可采用意译。

Western Union Telegraph Company

西联电报公司

American Satellite Corporation

美国卫星公司

Northern Radio Inc.

北方无线电公司

Central Signals Establishment

中央信号公司

Bharat Electronics Limited

巴拉特电子有限公司

为从名字上看出公司性质,尽可能意译。

Electronic Tele-Communications, Inc.

电子电信公司

Electronic Tele-Communications, Inc.

电子数据系统公司

Preformed Line Products Company

预制线路产品公司

人名、地名和难以意译的词可音译。

Bell South Corporation

贝尔南方公司

Fujitsu Limited

富士通有限公司

Summa Four Inc.

萨默 IV 公司

部分公司可直接用缩略名。

AT&T

AT&T 公司

3M

3M 公司

FAC

FAC 公司

2. 商标名

商标名的编制虽不免带有一定的随意性,汉译却仍然要持严谨态度,切不可主观臆测。除必须遵循翻译的一般规律外,还要考虑到商标本身固有的特点,这里提出若干要点。

(1)约定俗成。凡已有的并已认可的商标汉译一般不要另找译词,沿用即可。

Toshiba

东芝

Siemens

西门子

Motorola

摩托罗拉

(2)注意商标特征。商标设计一般要考虑到4个要素:简短易记;发音响亮;具有专利性;译成外文不产生歧义。这些可作为商标汉译的依据。如一个好的商标一般不超过3个音节,且首字母发硬音或者含有硬音(C, K, G, Q, X),汉译要考虑原设计的用意。

Casio

卡西欧

Kodak

柯达

Cannon

佳能

(3)用地名、人名、单位名或者其他专有名词做商标的,一般采用原有译词。

Bell

贝尔(大名)

Oxford

牛津(地名)

Cornell

康纳(美国大学名)

(4)体现原名内涵。计算机商标常常带有高技术气息,而通信商标则往往联想到“通”“远”“达”等字眼,汉译时要予以考虑。

OPCOM

光通(光通信公司商标)

FITEL

飞达(光纤通信公司商标)

但 Apple 只能译成“苹果”。这是原设计者的意图,目的是用老幼皆知的水果冲淡苹果高科技的神秘。

1.3 The Relationship between Logistics Activities and Logistics Costs

Logistics costs are created by the activities that support the logistics process. Each of the major costs—customer service, transportation, warehousing, order processing and information, lot quantity and inventory carrying—are discussed below.

Customer Service Levels

The key cost associated with varying levels of customer service is the cost of lost sales. Monies that are spent to support customer service include the costs associated with order fulfillment, parts, and service support. They also include the costs of return goods handling, which has a major impact on a customer's view of the organization's service as well as the final level of customer satisfaction.

The cost of lost sales includes not only the lost of the current sale, but also potential future sales from the customer and from other customers due to word-of-mouth negative publicity from former customers. A recent estimate indicated that every unsatisfied customer tells an average of nine others about his or her dissatisfaction with the product or service. It is no wonder that it is extremely difficult to measure the true cost of customer service! The objective is to minimize total costs given the customer service objectives. Thus, the best approach is to determine desired levels of customer service based on customer needs. The idea is to minimize the total cost, given the customer service objectives. Because each of the other five major logistics cost elements work together to support customer service, good data are needed regarding expenditures in each category.

Transportation Costs

The activity of transporting goods causes transportation costs. Expenditures that support transportation can be viewed in many different ways. Costs can be categorized by customer, product line, type of channel such as inbound versus outbound, and so on. Costs vary with volume of shipment (cube), weight of shipment, distance, and point of origin and destination. Costs and service also vary with the mode of transportation chosen.

Warehousing Costs

Warehousing costs are created by warehousing and storage activities and by the plant and warehouse site selection process. Included are all of the sites that vary due to a change in the number or location of warehouses.