

21世纪高职高专规划教材 物流管理系列

# 物流英语

## LOGISTICS ENGLISH

欧阳斌 张耀平 主编



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## 内 容 简 介

《物流英语》是物流专业学生的一门必修课程,旨在培养学生在物流实践中的英语交流技能。本书共 12 章,主要内容有物流概念、供应链管理、物流运输、第三方物流、零售供应链、连锁超市、配送中心、多式联运、采购管理、物流信息管理、客户服务、包装与条码识别。本书适合作为高职高专物流专业学生的专业英语或双语教学教材,也可作为市场营销、国际贸易等专业学生的教材。

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与物流相关的专业知识、理论基础和信息资料,乃至物流实践活动都具有较强的国际性,因此,物流专业学生必须具有良好的英语阅读、英语写作和英语表达能力,应该把物流英语列入物流专业学生的必修课程。同时,通过物流英语学习,可以加强学生对物流基本理论、物流相关概念的理解与认识,提高学生在将来物流实践中英语交流的技能。

本教材涉及物流概念、供应链管理、物流运输、第三方物流、零售供应链、连锁店、配送中心、多式联运、采购管理、物流信息管理、客户服务、包装与条码识别等。附录 A 为国际物流单证样本,附录 B 为缩略语中英文注解。考虑到多数学校物流英语课程按 48 学时设置,据此,本教材共分 12 章,教学过程中以 4 学时 1 章为宜。

基本课文(Text)与对话(Role Play)均分为上下两部分,课文后有生词和短语注解(New Words and Phrases)。案例研究(Case Study)部分供学生课外阅读,或者作为教师补充讲解的内容。每章后均有测试练习题,作为学生课外作业的内容,也可供课堂测验使用。

在第 3 章关于运输(Transportation)的内容里,增加了对真空管道运输(Evacuated Tube Transportation,ETT)的介绍,一方面,旨在让学生了解物流与交通运输领域里最前沿的技术;另一方面,借此一角传达真空管道运输理念,以推动其发展和早日实现。

为了方便教师教学,本教材另有配套的电子教案,如有需要,请登录清华大学出版社网站: [www.tup.com.cn](http://www.tup.com.cn) 下载。

四川师范大学文理学院外语系美国籍外教 Gene Richards 先生对书稿进行了认真细致的修改,在此表示由衷的感谢和敬意。

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由于水平所限,书中错误与疏漏在所难免,敬请批评与指正。

编 者

2009 年 8 月 25 日

于西京园

## • CONTENTS

## 目 录

<b>Chapter 1 Logistics</b> .....	1
Text 1 What is Logistics? .....	1
Role Play 1 Placing an Order .....	3
Text 2 The Definition of Logistics .....	5
Role Play 2 Deliveries and Suppliers .....	8
Case Study Logistics at Wal-Mart .....	10
Test .....	12
<b>Chapter 2 Supply Chain Management</b> .....	16
Text 1 Role of Logistics in the Supply Chain .....	16
Role Play 1 Conversation with Forward Air President ( I ) .....	19
Text 2 What is Supply Chain Management? .....	22
Role Play 2 Conversation with Forward Air President ( II ) .....	26
Case Study Future Trends in Supply Chain Management .....	28
Test .....	30
<b>Chapter 3 Transportation</b> .....	33
Text 1 The Purpose of Transportation .....	33
Role Play 1 UK Transportation Conversation .....	35
Text 2 Definition of Transportation .....	38
Role Play 2 Ground Transportation .....	39
Case Study Yamato Transport Co. , Ltd. ....	42
Test .....	45



<b>Chapter 4 A Third Party Logistics Provider .....</b>	<b>50</b>
Text 1 What is Outsourcing? .....	50
Role Play 1 Problems with a Client .....	52
Text 2 Definition of Third Party Logistics .....	54
Role Play 2 Sales Terminology .....	57
Case Study How to Select a Third-Party Logistics Provider .....	58
Test .....	61
<b>Chapter 5 Retailing Logistics .....</b>	<b>65</b>
Text 1 Retail Supply Chains .....	65
Role Play 1 A Retail Conversation .....	68
Text 2 Retailing Logistics in U. K. ....	70
Role Play 2 Meeting with Customers .....	76
Case Study Grampian Country Food Group .....	78
Test .....	81
<b>Chapter 6 Chain Store .....</b>	<b>87</b>
Text 1 Standardization of the Operation of Chain Stores—An Opinion .....	87
Role Play 1 British Food .....	90
Text 2 Definition of Chain Stores .....	92
Role Play 2 Bargaining at a Flea-Market .....	96
Case Study McDonald's Corporation .....	99
Test .....	103
<b>Chapter 7 Distribution Center .....</b>	<b>107</b>
Text 1 What Is a Distribution Center? .....	107
Role Play 1 Target Distribution Center .....	111
Text 2 Warehouse Management .....	113
Role Play 2 Distribution Opportunities .....	117
Case Study Turbocharged Warehouse & Distribution Center .....	120
Test .....	121



<b>Chapter 8 Intermodal Transportation</b>	126
Text 1 Containerization-Past, Present and Future	126
Role Play 1 Import and Export Business	129
Text 2 The Nature of Intermodalism	130
Role Play 2 The Economics	133
Case Study International Transportation Operation	135
Test	139
<b>Chapter 9 Procurement</b>	145
Text 1 Definition about Procurement	145
Role Play 1 An Office in the University of Paisley	148
Text 2 Application of Procurement Systems	150
Role Play 2 An Office in the University of Paisley	151
Case Study United Nations' Procurement Methods	154
Test	156
<b>Chapter 10 Information Management</b>	159
Text 1 Logistics Information and Communication Technology	159
Role Play 1 Using a Computer	161
Text 2 Information Application	163
Role Play 2 Hooking Up My Computer	166
Case Study Use of EDI in the Supply Chain	167
Test	170
<b>Chapter 11 Customer Service</b>	175
Text 1 Eight Rules for Good Customer Service	175
Role Play 1 Customer Services ( I )	178
Text 2 Developing a Logistics Service Quality Scale	180
Role Play 2 Customer Services ( II )	181
Case Study Back-to-back Supply Chain Services Is More Than Just Logistics	183
Test	186



<b>Chapter 12 Packaging</b> .....	189
Text 1 Introduction to Packaging .....	189
Role Play 1 The Packaging ( I ) .....	191
Text 2 Packaging Types .....	194
Role Play 2 The Packaging ( II ) .....	197
Case Study Coca-Cola Company .....	199
Test .....	201
<b>Appendix A Logistics Documents</b> .....	203
<b>Appendix B Abbreviations</b> .....	209
<b>Reference</b> .....	213



# Chapter 1

## Logistics

### Learning Objectives

- To understand the definition of logistics
- To know the importance of logistics
- To learn the activities of logistics

### Skill Development Objectives

- Communication skills in receiving the customer
- Communication skills in introducing the logistics company
- Writing skills in introducing the logistics company
- Communication skills in establishing the business relationship



### Text 1 What is Logistics?

The answer to this is on your feet! Look at the shoes you are wearing; they may look simple, but it took a complex process to get them from raw materials to a product you can wear. The functions in this process are what make up logistics.

Let's say you are wearing running shoes imported from Taiwan, China, made of leather and man-made materials. The soles may have been manufactured from synthetics made in India and formed into soles in Malaysia, then sent to Taiwan, China. The uppers may be leather taken from cattle raised in Argentina, cut in mainland of China, and sewn to the soles in Taiwan, China. The laces may be manufactured in Romania. The tongue



NOTES



## NOTES

may be made from the synthetics in India, but sewn in Pakistan.

The pieces are manufactured into the final product in Taiwan, China and trucked to a port where they are shipped via ocean container, to say, Vancouver. From there they go by train to Calgary, where they are unloaded into a warehouse for a large retail chain. As stores place orders, the shoes are shipped out to a store where you shop and eventually purchase them.

This is “globalization” and is not unusual today. Here are some of the logistics functions that allowed this to happen:

(1) Purchasing: of raw materials, assembled products, finished products from all over the world. Where can you get the quality you want at the best price?

(2) Manufacturing operations: how should the machines be organized, how many workers do you need, where do you stock your materials and finished products, how many products do you manufacture on each production run? And the list goes on...

(3) Transportation: domestic and international, from raw materials to finished products; who moves what, and when, and for what price?

(4) Warehousing: product is either moving (transportation) or not (warehousing). This is becoming a very sophisticated area and a key to shortening the time to market for products.

(5) Inventory control: how many products are on hand, on order, in transit, and where are they? Inventory drives logistics.

(6) Import Export: international regulations and documentation can be complex. It takes a specialist to understand the best way to get product across borders.

(7) Information systems: globalization on today's scale is possible because there is technology that transfers the needed information.

Logistics is performing any of the above functions, or combinations of the above. It is the functions that occur within a single company. Logistics functions used to be considered

unavoidable costs to a company, but today they are recognized as crucial to a company's competitiveness and profitability. It encompasses so many jobs that people with talents and interests in one area can specialize. For example, if you like working with numbers and are analytical, inventory might suit you. If you prefer dealing with different countries and cultures, international transportation might be the ticket, or import/export if you are good with details. Whatever area you specialize in, you will work closely with other areas because they are all interrelated. And you may start out in transportation but later want to switch to warehousing, where you will also use your transportation knowledge. The beauty of logistics is that it is a huge field, encompassing many jobs and personality types. (See Figure 1.1)



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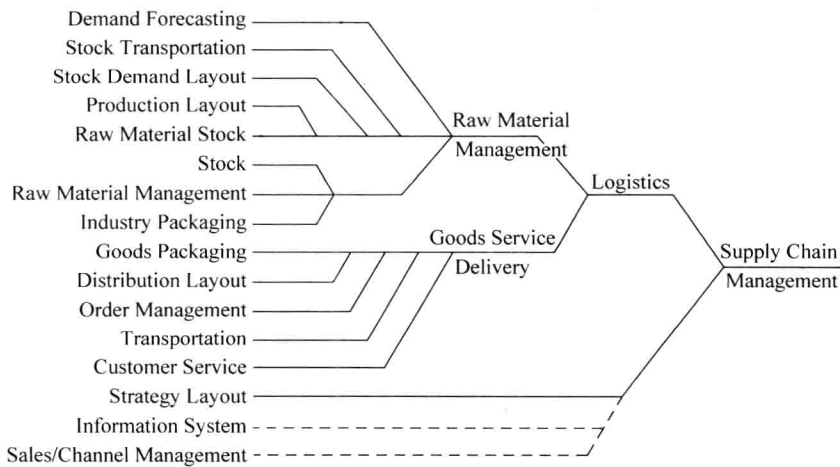


Figure 1.1 Logistics System



## Role Play 1 Placing an Order

### Conversation Between Tegal and Mitchell

**Tegal:** Hello, this is Jane Tegal from Excellerator Co. calling. May I speak to Mr. Mitchell?

**Mitchell:** Hello, Ms. Tegal, this is Arthur Mitchell.

**Tegal:** Hello, I'd like to place an order for a number of your



## NOTES

Millennium desk units.

**Mitchell:** Certainly. How many are you interested in ordering for purchase?

**Tegal:** Quite a few. Do you have many available in the warehouse?

**Mitchell:** We keep a large supply in stock. There's also a showroom with quite a few on hand. It shouldn't be a problem.

**Tegal:** Well then. I'd like 75 units by the end of the month. Could I get an estimate before placing an order?

**Mitchell:** Certainly, I'll have it for you by the end of the day.

**Tegal:** What does the estimate include?

**Mitchell:** Estimates include merchandise, packaging and shipping, duty if required, any taxes and insurance.

**Tegal:** Do you ship door-to-door?

**Mitchell:** Certainly, all shipments are door-to-door. Delivery dates depend on your location, but we can usually deliver within 14 business days.

**Tegal:** Thank you for your help.

**Mitchell:** My pleasure. You can expect an e-mail by 5 this afternoon.

### New Words and Phrases

complex ['kɒmpleks] *adj.* 复杂的, 合成的, 综合的

process [prə'ses] *n.* 过程, 方法, 程序, 步骤, 进行 *vt.* 加工, 处理

leather ['leðə] *n.* 皮革, 皮革制品

sole [səʊl] *adj.* 单独的, 唯一的 *n.* 脚底, 鞋底, 基础

manufacture [ˌmænjʊ'fæktʃə] *vt.* 制造, 加工 *n.* 制造, 制造业, 产品

synthetics [sin'θetiks] 人工合成(绝缘)材料

Vancouver [væn'ku:və] 温哥华(加拿大西南部城市)

Calgary ['kælgəri] 卡尔加里(加拿大西南部城市)

cattle ['kætl] *n.* 牛, 家养牲畜

unload ['ʌn'ləud] *vi.* 卸货, 退子弹 *vt.* 摆脱……之负担,  
倾销, 卸

warehouse ['weəhaus] *n.* 仓库, 货栈, 大商店 *vt.* 贮入  
仓库

purchase ['pɜ:tʃəs] *vt.* 买, 购买 *n.* 买, 购买

stock [stɒk] *n.* 树干, 库存, 股票, 股份

domestic [də'mestik] *adj.* 家庭的, 国内的, 与人共处的,  
驯服的

sophisticated [sə'fistikeitid] *adj.* 复杂的, 久经世故的

unavoidable ['ʌnə'voidəbl] *adj.* 不能避免的, 不可避免的,  
不能取消的

encompass [in'kʌmpəs] *v.* 包围, 包含或包括某事物

deployment [di'plɔimənt] *n.* 展开, 部署, 调度

execution [ˌeksɪ'kju:ʃən] *n.* 实行, 执行, 死刑, 杀伤力

anticipate [æn'tisipeit] *vt.* 预期, 期望, 占先 *v.* 预订, 预见

effectiveness [i'fektivnis] *n.* 效力

cartage ['kɑ:tɪdʒ] *n.* 货车运输, 货车运费

brokerage ['brəukərɪdʒ] *n.* 经纪人之业务, 回扣

millennium [mi'lenjəm] *n.* 白蜜, 大白圆粒(葡萄品种名)

millennium [mi'leniəm] *n.* 太平盛世, 一千年

showroom ['ʃəʊrʊm] *n.* (商品样品的)陈列室

raw materials 原材料

retail chain 零售连锁

inventory control 库存控制



## NOTES



## Text 2 The Definition of Logistics

The term “logistics” originally came from the moving, lodging and supplying of troops. Military commanders have always been aware of the importance of good logistics to the success of their campaigns. Many military failures have arisen



## NOTES

from failure to maintain a logistic line of communication. The term involves the movement of goods, but also of people, as well as housing and feeding them. Before the materiel, food and accommodation can be supplied, it must first be obtained from somewhere. It may be bought “off the shelf”, but if it is not readily available it must be designed and made. Also, logistics is described as the art of achieving the “six rights”: they are getting the right things; in the right quantity; to the right place; at the right time; in the right condition and at the right price.

### Definitions and Functions

**Logistics** (business definition) Logistics is defined as business-planning framework for management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment. — (Logistics Partners Oyo, Helsinki, FI, 1996)

**Logistics** (military definition) The science of planning and carrying out movement and maintenance of force...; movement, evacuation, and hospitalization of personnel; acquisition of construction, maintenance, operation and disposition of facilities; and acquisition of furnishing of services. — (JCS Pub 1-02 excerpt)

**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 Logistics Management)

Professor Donald J. Bowersox, a famous expert on Logistics at Michigan State University, pointed out in *Logistic Management* (3rd edition) published in 1986 that, “The term of logistics is neither restricted in the field of commerce nor in that of military. It is applicable for commercial activities of both public and

private enterprises.” In his words, he also applied the following terms to illustrate part or all of the activities of Logistics: Business Logistics, Physical Distribution Materials, Logistics Management, Material Management, Physical Supply, Logistics of Distribution, Total Distribution, etc.

The modern military definition of logistics reflects the broad scope of functions involved. The Institute of Logistics and Transportation’s definition follows this closely: “Logistics is the science and art of the design, optimization and management of networks for the time-related positioning of resources. In its most comprehensive sense, those functions deal with the following aspects such as: design and development, acquisition, manufacture, storage, movement, distribution, maintenance and disposition of goods; design, development, management and maintenance of passenger systems; acquisition or construction, maintenance, operation and disposition of facilities; acquisition or provision of services.” There are four principal aspects to logistic management:

**Outcome** Logistics management focuses on the desired outcome and produces, the best plan to achieve that outcome (within any constraints that are applied), irrespective of the degree of difficulty or inconvenience that may be caused to any of the intermediate processes.

**Sequence** Logistics involves establishing and controlling the best sequence in which a number of operations or processes are carried out.

**Timing** The operations or processes must be carried out at the best time, both relative to one another and to the overall aim.

**Location** The operations or processes must be carried out in the best place, both relative to one another and to the overall aim. (See Figure 1. 2)



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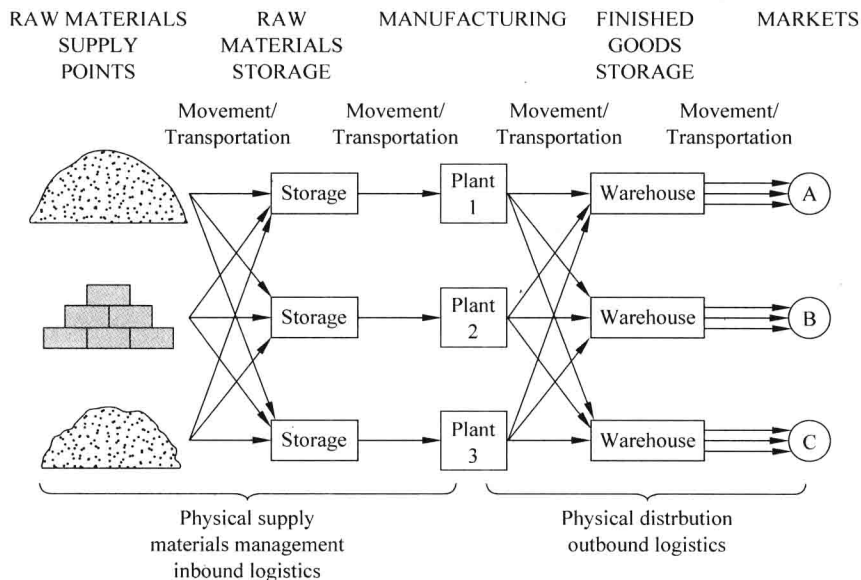


Figure 1.2 Logistics



## NOTES



## Role Play 2 Deliveries and Suppliers

## Conversation Between Susan and Doug

**Susan:** Doug, can I talk with you for a moment?

**Doug:** What can I do for you, Susan?

**Susan:** I'm concerned about the delays we're experiencing with some of our suppliers.

**Doug:** We're doing everything to get back on schedule.

**Susan:** Could you give me an approximate timeline?

**Doug:** A number of deliveries are arriving tomorrow. Unfortunately, this time of year is often troublesome.

**Susan:** That's not good. We can't make excuses to our clients. Are all shipments affected?

**Doug:** No, but it is summer and some companies are cutting back until September.

**Susan:** Where are most of our suppliers located?



**Doug:** Well, most of them are in China, but there are a few in California.

**Susan:** How does that affect deliveries?

**Doug:** Well, there are weather delays and shipment delays due to reduced production. Sometimes, larger packages are delayed because of a bottleneck at the distribution point.

**Susan:** Is there any way around these delays?

**Doug:** Well, we often work with delivery services such as UPS, Fedex or DHL for our most urgent shipping. They guarantee door-to-door deliveries within 48 hours.

**Susan:** Are they expensive?

**Doug:** Yes, they're very expensive and that cuts into our bottom line.

### New Words and Phrases

materiel [mə'tiəriəl] *n.* 物料, 军品

Helsinki, FI ['helsɪŋki] *n.* 赫尔辛基, 芬兰首都

evacuation [i,vækju'eɪʃən] *n.* 撤退, 走开

disposition [dɪspə'zɪʃən] *n.* 部署

irrespective [ɪrɪs'pektɪv] *adj.* 不顾的, 不考虑的, 无关的

sequence ['si:kwəns] *n.* 次序, 顺序, 序列

squeeze [skwi:z] *n.* 压榨, 挤 *v.* 压榨, 挤, 挤榨

recoverable [rɪ'kʌvərəbl] *adj.* 可重获的

consolidation [kən,sɒlɪ'deɪʃən] *n.* 巩固, 合并

margin ['mɑ:dʒɪn] *n.* 页边的空白, 边缘, 极限, 利润

*vt.* 加边于, 加旁注于

inevitable [ɪn'evɪtəbl] *adj.* 不可避免的, 必然的

comprehensive [kəm'pri'hensɪv] *adj.* 全面的, 广泛的, 能充分理解的, 包容的

finable ['faɪnəbl] *adj.* 应罚款的, 可精制的, 可提炼的

clientele [kli:ə:n'teɪl] *n.* 诉讼委托人, 客户

simultaneously [sɪməl'teɪniəsli; saɪm-] *adv.* 同时地

destination [ˌdestɪ'neɪʃən] *n.* 目的地, [计]目的文件, 目的单元格



### NOTES