



普通高等教育“十一五”国家级规划教材

高等职业教育财经类规划教材 **(物流管理专业)**

物流专业英语

(第3版)

W ULIU ZHUANYE YINGYU

庄佩君 主 编
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新增听力训练内容

丰富的教学参考资料包

(课堂活动设计、译文、电子教案、习题解答)

LOGISTICS



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北京·BEIJING

内 容 简 介

本书内容包括物流系统、供应链管理、货物运输、库存、物流信息、储存、搬运、配送、包装、物流单证、函电和电子商务各方面的专业基础知识和专业英语表述。

本书采用了“主、副”课文制。每章分三课，前两课为主课文，是该章的基本专业知识。对主课文从注解和练习两方面进行了重点处理，用做教师课内重点讲解的内容。第三课为副课文，介绍物流专业相关的新技术、新理念和一些国际著名企业的个案分析，主要供学有余力的学生课后自学或学生英文程度较好的学校选择授课，以便对主课文从语言和知识两方面起到巩固作用。

本教材可作为应用型本科院校、高职高专院校相关专业教材，也可供物流从业人员自学使用。

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序

物流(Logistics)是一个控制原材料、制成品、产成品和信息的系统。物质资料从供给者到需求者的物理运动,是创造时间价值、场所价值和一定的加工价值的活动。物流是指物质实体从供应者向需求者的物理移动,它由一系列创造时间价值和空间价值的经济活动组成,包括运输、保管、配送、包装、装卸、流通加工及物流信息处理等多项基本活动,是这些活动的统一。

1990年以来,全球互联网络以不可思议的速度迅猛发展,与之相生相伴的是贸易、物流、信息全球化的步伐开始加快。尤其是WTO取代GATT后,全球化的趋势更是不可遏止,由此,更带来了现代物流业的飞速发展。

互联网促进了全球化,同样,物流系统也可像互联网般,促进全球化。贸易上,若要与世界联系,必须倚赖良好的物流管理系统。市场上的商品很多是“游历”各国后才来到消费者面前的。产品的“游历”路线正是由物流师计划、组织、指挥、协调、控制和监督的,使各项物流活动实现最佳的协调与配合,以降低物流成本,提高物流效率和经济效益。

进入21世纪后,以新型流通方式为代表的连锁经营、物流配送、电子商务等产业在中国发展迅速,服务业对整个国民经济的发展越来越重要。物流服务业被誉为是“21世纪最具发展潜力”的行业之一,并且已经成为中国经济新的增长点。

随着社会主义市场经济体制的建立,我国逐步建立了一个比较完整的物流教育体系。然而,随着社会对物流人才需求数量的急剧上升,人才供需矛盾日益显现。总体上看,我国高校大多仍处在自行设计课程与实践的阶段,与境外物流产业人才相比,差距主要体现在人员素质以及物流知识和技能与实践脱节等方面。

物流学科是一门综合学科,物流产业是一个跨行业、跨部门的复合产业,同时又具有劳动密集型和技术密集型相结合的特征。发展物流专业高等职业教育是完善物流教育多层次体系的需要,也是满足对物流人才需求多样化的需要。

2004年1月,电子工业出版社组织全国各地30余所高职院校的优秀教师编写了“高等职业教育物流管理专业”系列规划教材,时隔6年,如今该系列教材大部分已经修订到第3版,在此期间,全国有百余所院校使用过这个系列的教材,获得了任课教师和学生的普遍好评。其中多种教材被评为“普通高等教育‘十一五’国家级规划教材”,这更是对教材质量的肯定。

近年来,高等职业院校教学改革和课程改革稳步推进,不断深化。为使教材更好地适应市场,方便教师教和学生学,编者不断收集和征求一线教师的意见和建议,紧随物流行业发展趋势,认真调研并分析物流企业各个岗位的实际需求,不断修正和完善书中的内容,使教材内容最大限度的贴近实际岗位要求。

新版教材保留了上一版教材的精髓,同时弥补了上一版教材的不足。在内容方面体现了物流领域的新知识、新技术、新思想、新方法;在编写方法上坚持“岗位”引领、“工作过程”导向,突出“实用性、技能性”,提高学生动手能力,注重现实社会发展和就业的需求。

相信新版教材更加贴合学校教学,更为适应企业对技能型人才的需要,希望修订教材的出版和使用能为培养优秀的物流专业人才起到积极地推动作用。

教育部物流专业教学指导委员会 副组长
中国物流学会 副会长
上海海事大学 副校长
2010年10月

前 言

本书是物流专业英语教材，内容包括物流系统、供应链管理、货物运输、库存、物流信息、储存、搬运、配送、包装、物流单证、函电和电子商务各方面的专业基础知识和专业英语表述。根据物流业发展状况，本版对各部分内容进行了必要的更新和调整。

在前两版的基础上，编者进行了锤炼和完善。本书采用“主、副”课文制。每章分三课，前两课为主课文，是该章的基本专业知识。对主课文从注解和练习两方面进行了重点处理，用做教师课内重点讲解的内容。第三课为副课文，较主课文略有难度，介绍物流专业相关的新技术、新理念和一些国际著名企业的个案分析，主要供学有余力的学生课后自学或学生英文程度较好的学校选择授课。

每篇课文后的练习用以巩固专业英语的语言知识，提高学生的英语能力，思考题紧扣课文内容以促进对有关内容的掌握。教师可根据学生情况将思考题布置为口头练习或书面作业，以加强学生的口语和写作能力。课堂活动设计和新增的听力训练，有利于活跃课堂气氛，增强课堂互动性，既巩固了专业知识又培养了学生的英语交际能力。

本书紧密结合专业知识，结构严谨，内容新颖，知识面广，注重实践操作相关知识，是物流专业教师与英语教师合作的结晶，既保证了专业知识的系统性，也保证了英语语料的真实性。本书不仅是物流专业学生学习专业英语的优秀教材，也是高等学校工商管理类专业学生学习物流专业知识，提高专业英语水平不可多得的读本。本书附有详细的教师参考资料、多媒体课件和听力材料，以方便教师授课。

本书由宁波大学庄佩君任主编，王晓萍和施敏任副主编，参加编写的还有宁波工程学院陈金山老师。各位编者均长期从事物流管理课程的双语教学和专业英语教学，有着丰富的编写经验。

由于编写时间仓促，作者水平有限，书中难免存在不足之处，敬请广大读者批评指正。

编 者

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Chapter 1 Logistics System



Chapter Outline

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The role of Logistics

The definition of Logistics

The definition of Logistics management

Components of a Logistics System

Customer service

Demand forecasting/planning

Inventory management

Logistics information

Material handling

Order processing

Packaging

Procurement

Return goods handling

Reverse logistics

Transportation

Warehousing

Part II The Relationship of Logistics Activities to Logistics Costs

Customer Service Levels

Transportation Costs

Warehousing Costs

Order Processing /Information Systems Costs

Lot Quantity Costs

Inventory Carrying Costs

Part III Supplementary Reading

Royal Caribbean Cruises Ltd.

The Replenishment of Cruise Ships is Daunting

Material Requirement of a Cruise Ship

Distribution and Material Handling

Purchasing and Supplier Management

Part I Introduction to Logistics System

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.

Logistics in the Second World War

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.

The Concept of Logistics

Logistics focus on customers

At its heart, logistics deals with satisfying the customer. A basic definition of logistics is the continuous process of meeting customer needs by ensuring the availability of the right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants them, all for a price the buyer is willing to pay.

The Definition of Logistics Management

Definition of Logistics Management by CLM Then what is logistics management in the sense that it is understood today? There are many ways of defining logistics. The Council of Supply Chain Management Professionals (CSCMP) defines that: “Logistics management is that part of supply chain management 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.”

Components of a Logistics System

A logistics system can be made up of many different functional activities, some of which are described briefly below.

- Customer service**
 - **Customer service:** Customer service is the output of a logistics system. It involves getting the right product to the right customer at the right place, in the right condition and at the right time, at the lowest total cost possible.
- Demand forecasting /planning**
 - **Demand forecasting/planning:** Logistics usually becomes involved in forecasting how much should be ordered from its suppliers, and how much of finished product should be transported or held in each market. In some firms, logistics may even plan production.
- Inventory management**
 - **Inventory management:** Inventory management involves the balance of the level of inventory held to achieve high customer service levels with the cost of holding inventory.
- Logistics information**
 - **Logistics information:** Information links all areas of the logistics system together. Information processing is becoming increasingly automated, complex, and rapid. It is the key to the efficient functioning of system.
- Material handling**
 - **Material handling:** Material handling is a broad area concerning all movements of raw materials, work in process, or finished goods within a factory or warehouse.
- Order processing**
 - **Order processing:** Order processing is the system a firm has for getting orders from customers, checking on the status of orders and communicating to customers about them, and actually filling the order and making it available to the customer.
- Packaging**
 - **Packaging:** Packaging can convey important information to inform the customer and provide protection during storage and transport. Pleasing packaging also can attract the customers’ attention.

- Procurement** ● **Procurement:** Procurement is the purchase of materials and services from outside to support the firm's operations from production to marketing, sales, and logistics.
- Return goods handling** ● **Return goods handling:** Returns may take place because of a problem with the performance of the item or simply because the customer changed mind. Return goods handling is complex and costly.
- Reverse logistics** ● **Reverse logistics:** Reverse logistics is involved in removal and disposal of waste materials left over from the production, distribution, or packaging processes.
- Transportation** ● **Transportation:** Transportation involves selection of the mode, the routing of the shipment, compliance with regulations in the region of the country, and selection of the carriers.
- Warehousing** ● **Warehousing:** Warehousing and storage activities relate to warehouse layout, design, ownership, automation, training of employees, and related issues.

New Words and Expressions

Logistics [lə'dʒɪstɪks] <i>n.</i>	物流, 后勤
Familiar [fə'mɪljə] <i>adj.</i>	熟悉的, 常见的
Military ['mɪlɪtəri] <i>adj.</i>	军事的, 军用的
Associate [ə'səʊʃieɪt] <i>vt.</i>	使发生联系, 使联合
Ally [ə'lai, æ'lai] <i>n.</i>	同盟国
Airlift ['eəlɪft] <i>vt.</i>	空运
Quartermaster ['kwɔ:təmɑ:stə(r)] <i>n.</i>	军需官
Critical ['krɪtɪkəl] <i>adj.</i>	危急的, 临界的
Vital ['vaɪtəl] <i>adj.</i>	重大的, 至关重要的
Impact ['ɪmpækt] <i>n.</i>	碰击, 影响
Availability [ə'veɪlə'bɪləti] <i>n.</i>	可用性, 有效性, 实用性
Implement ['ɪmplɪmənt] <i>vt.</i>	实施, 执行
Conform [kən'fɔ:m] <i>vt.</i>	使一致, 依照, 遵照
Forecast ['fɔ:kɑ:st] <i>vt.</i>	预测
Inventory ['ɪnvəntri] <i>n.</i>	存货, 库存
Defective [dɪ'fektɪv] <i>adj.</i>	有缺陷的
Procurement [prə'kjʊəmənt] <i>n.</i>	采购

NOTES

1. Rommel

隆美尔, 纳粹德国陆军元帅, 第二次世界大战时任北非战场德军司令官。

2. The Council of Logistics Management (CLM) of America

美国物流管理协会，是美国物流界的一个专业团体，1963 年成立。

3. A basic definition of logistics is the continuous process of meeting customer needs by ensuring the availability of the right benefits for the right customer, in the quantity and condition desired by that customer, at the time and place the customer wants them, all for a price the buyer is willing to pay.

物流的基本概念是按顾客期望的数量和条件，在顾客需要的时间和地点，以顾客愿意支付的价格，确保合适的顾客的合理利益的可获得性而满足顾客需要的连续过程。

4. Logistics management is that part of supply chain management 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.

物流管理是对从初始点至消费点之间为了满足客户需求而对物品、服务和相关信息有效快速的前向或逆向的流动和储存所进行的计划、实施、控制的那部分供应链管理。

EXERCISES

I. Phrases translation

物流管理
客户服务
物资搬运
订单处理
需求预测
退货处理

零配件和服务支持
工厂及仓库选址
存货管理
逆向物流
产出点
消费点

II. Fill in the blanks and put the sentences into Chinese

1. A basic definition of logistics is the continuous process of _____ by ensuring the availability of the _____ benefits for the _____ customer, in the quantity and condition desired by that customer, at the _____ and place the customer wants them, all for a price the buyer is willing to pay.

2. Customer service involves getting the _____ product to the right customer at the right place, in the _____ condition and at the right time, at the lowest _____ possible.

3. _____ is key to the efficient functioning of system.

4. Order processing is the system a firm has for getting _____ from customers, checking on the _____ of orders and communicating to _____ about them, and actually _____ the order and making it available to the customer.

5. Factory and warehouse site selection is a _____ decision that affects the costs of _____, customer service _____ and _____ of response.

6. _____ is involved in removal and disposal of waste materials left over from the

production, _____, or packaging processes.

III. Fill out the following table according to the information you get from the text

Components of a logistics system	Important factors
Inventory management	
Logistics information	
Material handling	
Order processing	
Packaging	
Procurement	
Reverse logistics	
Transportation	
Warehousing	

IV.  Listen to the conversation, and answer the question or complete the sentences

1. Who have become the most powerful companies in the global economy, big multi-national manufacturers or global retailers?
2. What is the secret for the success of Wal-Mart?
3. What was Sam Walton's formula?

4. Wal-Mart today is setting a new standard that other firms have to follow if they hope to compete. What is the new standard?

5. Wal-Mart was originally set up by _____ in _____(year) _____, Arkansas.

6. Wal-Mart is so powerful that it is referred as a _____.

V. Challenging questions for discussion

1. What is the logistics?

2. In your opinion, what is the importance of logistics?

3. Please give a definition of logistics management.

4. What activities may be considered part of the overall logistics process?

5. Why do we say determining the location of the company and warehouse is a strategic decision?

6. Why does return goods handling occur in a company?

7. What is reverse logistics?

Part II The Relationship of Logistics Activities to 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—is 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.

Cost of lost sale

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

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.

Order Processing/Information Systems Costs

This category includes costs related to activities such as order processing, distribution communications, and forecasting demand. Order processing and information costs are a very important investment to support good customer service levels and control costs. Order processing costs include such costs as order transmittal, order entry, processing the order, and related internal and external costs such as notifying carriers and customers of shipping information and product availability. Shippers and carriers have invested a great deal in improving their information systems, to include technology such as electronic data interchange (EDI), satellite data transmission, and bar coding and scanning shipments and sales.

Lot Quantity Costs

The major logistics lot quantity costs are due to procurement and production quantities. Lot quantity costs are purchasing- or production-related costs that vary with changes in order size or frequency. Lot

quantity costs must not be viewed in isolation because they also may affect many other costs. For example, a customer goods manufacturer that produces large production runs may get good prices from suppliers and have long efficient production runs, but requires more storage space to handle large runs. Customer service levels may suffer as order fulfillment declines because products are produced infrequently, in large batches, and with inventory going to zero and creating stockout situations in between runs. This may increase information and order processing costs, as customers frequently call to check on availability of back-ordered products, and cancel back orders.

Transportation costs also may rise as customers are sent partial or split shipments. Inventory carrying costs will rise as large quantities of inventory are held until used up, due to large batch sizes. The implication of one cost upon another must be carefully considered.

Inventory Carrying Costs

The logistics activities that make up inventory carrying costs include inventory control, packaging, and salvage and scrap disposal. Inventory carrying costs are made up of many elements. The relevant inventory costs are those that vary with the amount of inventory stored including the four major categories as following:

- The relevant inventory costs are those that vary with the amount of inventory**
1. **Capital cost**, which is the return that the company could make on the money that it has tied up in inventory.
 2. **Inventory service cost**, which includes insurance and taxes on inventory.
 3. **Storage space cost**, which includes those warehousing space-related costs which change with the level of inventory.
 4. **Inventory risk cost**, including obsolescence, stealing, relocation within the inventory system, and damage.

New Words and Expressions

Expenditure [iks'penditʃə, eks-] <i>n.</i>	支出, 花费
Category ['kætigəri] <i>n.</i>	种类, 类别
Destination [,desti'neiʃən] <i>n.</i>	目的地
Inbound ['inbaund] <i>adj.</i>	进站, 进货
Outbound ['autbaund] <i>adj.</i>	出站, 出货
Vary ['vɛəri] <i>vt.</i>	不同
Communication [kə,mju:ni'keiʃn] <i>n.</i>	信息, 交流