

高等学校“十三五”应用型本科经管规划教材·物流管理系列

# 物流英语

王 巍◎主编



 中国工信出版集团

 电子工业出版社  
PUBLISHING HOUSE OF ELECTRONICS INDUSTRY  
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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能力。本书共9章，主要内容有物流概论、供应链管理、运输、仓储管理、包装、采购、物流信息系统、物流单证、电子商务物流9个主题，共9个单元，18篇文章。每单元课后都有练习题，题型涉及连线题、问答题、词语辨析题、单选题、英译汉和汉译英等，还有一篇补充阅读，旨在扩大学生的阅读量。

本书内容精简，题材广泛，专业性、实战性和时代性较强，术语驿站更能让学生框架式和总结式地学习物流专业术语，适合作为应用型本科及高职物流管理和物流工程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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# 前 言

## Preface

随着全球经济一体化的迅速发展和“互联网+”经济模式的崛起,社会经济正发生着翻天覆地的变化,除了国际物流、第三方物流等老名词外,跨境电商、“新零售”、共享经济等新名词已悄然充斥着人们的工作和生活,它们的崛起无不跟物流息息相关,因此社会对物流专业人才的需求量越来越大,要求也越来越高。而物流专业人才除了应具备坚实的专业知识外,还应熟练掌握和运用外语,成为满足市场经济发展和国际经济交往需求的复合型人才。鉴于此,笔者编写了这本物流专业英语教材。

本书涉及物流概论、供应链管理、运输、仓储管理、包装、采购、物流信息系统、物流单证和电子商务物流9个主题,共9个单元,18篇文章。每单元课后都有练习题,题型涉及连线题、问答题、词语辨析题、单选题、英译汉和汉译英等,可作为课堂作业的内容,也可供课堂测验使用;另外,每单元还有1篇补充阅读,旨在扩大学生的阅读量。

本书在注重提高学生阅读能力和词汇水平的同时,还注重学生英语听说能力的训练。每单元都有两组角色扮演对话,根据其主题内容进行设计,拓展学生思维,提高口语表达能力。

本书的选材均来自国内外物流专业权威和近期出版的期刊杂志、网络文献、最新教材和报刊资料等,内容丰富、材料翔实,具有很强的时效性、实用性、前瞻性和时代性。

本书由北京吉利学院物流教研室王巍老师担任主编及统稿。由于时间仓促,编者水平有限,书中不妥及疏漏之处在所难免,敬请专家和读者不吝指正。

编 者

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# Chapter 1

## General Introduction to Logistics

### Learning points

- To know the origin of logistics
- To understand the definition of logistics
- To discuss the importance of logistics
- To list different activities of logistics and understand the relationships between them

### Text A What is Logistics

Figure 1-1 shows the classification of logistics.

The scope of the logistics (物流的范围)	The nature of the logistics system (物流系统的性质)	The functions of the logistics (物流的作用)	The objectives of its main body (主体方的目的)
Macro logistics (宏观物流)	Societal logistics (社会物流)	Supply logistics (供应物流)	First party logistics (第一方物流)
Micro logistics (微观物流)		Production logistics (生产物流)	Second party logistics (第二方物流)
		Sales logistics (销售物流)	
International logistics (国际物流)	Enterprise logistics (企业物流)	Recycling logistics (回收物流)	Third party logistics (第三方物流)
Domestic logistics (国内物流)		Disposal logistics (废弃物流)	Fourth party logistics (第四方物流)

Figure 1-1 The classification of logistics



## Optional terms

physical distribution	实体配送
Procurement logistics	采购物流
Distribution logistics	配送物流
After-sales logistics	售后物流
Disposal logistics	废弃物物流
Reverse logistics	逆向物流
Green logistics	绿色物流
Global logistics	全球物流
RAM logistics ( logistic engineering)	物流工程
Domestic logistics	国内物流
Emergency logistics	应急物流
Construction logistics	工程建设物流
Production logistics	生产物流
Digital logistics	数字化物流



## Main passage

### 1. Origin of logistics

The prevalent view is that the term “logistics” comes from the late 19<sup>th</sup> century: from French and was first used by Baron de Jomini, who had served in Napoleon’s army before joining the Russian’s and who later founded the Military Academy of St. Petersburg. So in a military sense, the term “logistics” involves transport organization, army replenishments and material maintenance. Military physical distribution 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 give birth to several military logistics techniques which are still in use in a more advances form.

In the business aspect, logistics has evolved since the 1960’s due to the increasing complexity of supplying businesses with materials and shipping out products in an increasingly globalized supply chain. In business, logistics may have either an internal focus (inbound logistics) or an external focus (outbound logistics), covering the flow and storage of materials from point of origin to point of consumption. Therefore, the extension of concept to company is a relatively new one and the earliest dates back to the 1950’s in USA.

## 2. The definition of logistics

There are various definitions of different edition. But in general, there are mainly two types of definition in practice.

In Chinese logistics terms, logistics means the physical movement of goods from the supplier point to the receive point. Based on practical need, integrated organically the variety of the basic functional activities including transportation, storage, loading and unloading, handling, package, distribution and information management, etc.

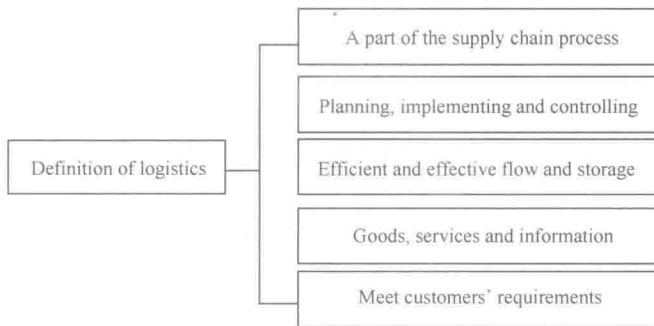


Figure 1-2 Definition of logistics

The names of the Council of Logistics Management have changed many times, which are as followed:

- 1963, Council of Physical Distribution Management (CPDM).
- 1986, Council of Logistics Management (CLM).
- 1998, definition of logistics (CLM) is revised and used today: *“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 order to meet customers’ requirements.”*<sup>1</sup>(see figure 1-2).
- 2005, Council of Supply Chain Management Professionals (CSCMP),see figure 1-3.



Figure 1-3 Logo of CSCMP

## 3. Aims of logistics

- Logistics is the time-related positioning of resources, or the strategic management

of the total supply chain.

- The supply chain is a sequence of events intended to satisfy a customer.
- The overall aim of logistics is to achieve high customer satisfaction. It must provide a high quality service with low-or acceptable costs.

#### 4. The importance of logistics

Since the beginning of human civilization, there has been the “move” of the goods. Logistics is essential for every organization and has always been a central and essential feature of all economic activity. Not only is logistics essential, but it is also expensive. Organizations may reduce their overheads as much as possible, but they are often left with surprisingly high logistics costs. Therefore, when it comes to modern logistics, most professionals in the business consider it one of the most competitive and exciting jobs, invisible as it is.<sup>2</sup>

Logistics management has evolved over the last three decades from the narrowly defined distribution management to the integrated management and to the global supply chains. The mission of logistics management is to plan and coordinate all activities to achieve desired levels of delivered service and quality at the lowest possible cost. In order to succeed in today’s global market; companies must be ever cognizant of these trends and develop a logistics management strategy that capitalizes on the best-of-breed technology solution available today, so that they can meet the demands of the customers today and be well prepared for the future.

#### 5. Logistics fields

Inbound logistics is one of the primary processes of logistics concentrating on purchasing and arranging the inbound movement of materials, parts, or finished inventory from suppliers to manufacturing or assembly plants, warehouses, or retail stores.<sup>3</sup>

Outbound logistics is the process related to the storage and movement of the final product and the related information flows from the end of the production line to the end user.<sup>4</sup>

Given the services performed by logisticians, the main fields of logistics can be broken down as follows:

**Procurement logistics:** It consists of activities such as market research, requirements planning, make or buy decisions, supplier management, ordering, and other controlling.

**Production logistics:** It connects procurement to distribution logistics. The main function of production logistics is to use the available production capacities to produce the products needed in distribution logistics.

**Distribution logistics:** It has, as main tasks, the delivery of the finished products to

the customers. It consists of order processing, warehousing and transportation.

After-sales logistics: Its services cover support for products sold to customers, the refurbishment of returned items, and disposal of end-of-life goods.

Disposal logistics: Its main function is to reduce logistics costs, enhance services, related to the disposal of waste produced during the operation of a business.<sup>5</sup>

Reverse logistics: It stands for all operations related to the reuse of products and materials. The reverse logistics includes the management and the sale of surplus as well as returned items of products.

Green logistics describes all attempts to measure and minimize the ecological impact of logistics activities. This includes all activities of the forward and reverse flows. This can be achieved through intermodal freight transport, path optimization, vehicle saturation and city logistics.

Engineering logistics combines both business logistics and military logistics since it is concerned with highly complicated technological systems for which Reliability, Availability and Maintainability are essential, ex: weapon systems and military supercomputers.<sup>6</sup>

Emergency logistics is a term used by the logistics, supply chain, and manufacturing industries to denote specific time-critical modes of transport used to move goods or objects rapidly in the event of an emergency.

Production logistics aims to ensure that each machine and workstation receives the right product in the right quantity and quality at the right time. The concern is with production, testing, transportation, storage and supply. Production logistics can operate in existing as well as new plants: since manufacturing in an existing plant is a constantly changing process, machines are exchanged and new ones added, which gives the opportunity to improve the production logistics system accordingly.<sup>7</sup>

Construction logistics is known to mankind since ancient times. The various human civilizations tried to build the best possible works of construction for living and protection. Now the construction logistics emerged as vital part of construction. In the past few years construction logistics has emerged as a different field of knowledge and study within the subject of supply chain management and logistics.

Digital logistics is driven by a new generation of web-based, enterprise logistics applications that enable collaboration and optimization, leveraging a central logistics information backbone that provides visibility across the enterprise and extended supply chain.



### Term station

- 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 fees 物流费用
- logistics department 物流部门
- logistics document 物流单证
- logistics functional integration 物流功能一体化
- 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 enterprise 物流企业
- 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 enterprise of transport (of warehouse) 运输型(仓储型)物流企业
- logistics scale 物流规模
- logistics expenditure 物流支出
- logistics synchronization 物流同步

### Role Play 1 Introduction to Logistics Company

(Leo, the sales representative of Zhongji Shipping Company, is talking with Erik, a potential customer.)

Leo: Welcome to our company, Mr. Erik. Nice to meet you.

Erik: Me too.

Leo: Mr. Erik, my name is Leo. Here is my card. I'm willing to introduce my company.

Erik: Thank you for a lot of care.

Leo: Our business covers import and export container transportation and agency, door to door pickup and delivery, custom clearance, warehousing and consolidation.

Erik: I see.

Leo: Zhongji has become one of the market leaders in China's freight forwarding and logistics industry today.

Erik: Right.

Leo: We have helped Ford to substantially reduce logistics costs.

Erik: Please explain in detail.

Leo: Of course, that was one of the best results achieved in the beginning of the 2000's.

Erik: One of the best results? In what way?

Leo: We improved their management by optimizing their plans of demonstration before plunging into action. As a result, the overall utilization was raised considerably.

Erik: It's amazing.

Leo: If you are concerned about logistics questions, you can ask anyone. We have a reputation for top service.

Erik: I hope so.

Leo: If you have a moment, I'm hoping to visit you.

Erik: Well, you are welcome. I'd like to hear your suggestion.



### New words and phrases

- military ['milit(ə)ri] *adj.* 军事的  
 maintenance ['meintənəns] *n.* 维护, 维修  
 prevalent ['prev(ə)l(ə)nt] *adj.* 普遍的  
 napoleon [nə'pəʊliən] *n.* 拿破仑  
 replenishment [ri'pleniʃmənt] *n.* 补充, 补给  
 efficient [i'fiʃ(ə)nt] *adj.* 有效率的  
 complexity [kəm'pleksəti] *n.* 复杂性  
 effective [i'fektiv] *adj.* 起作用的  
 professional [prə'feʃ(ə)n(ə)l] *adj.* 专业的  
 evolve [i'vɒlv] *vt. / vi.* 发展, 进化  
 narrowly ['nærəuli] *adv.* 勉强地; 狭窄地  
 coordinate [kəu'ɔ:dineit] *vt.* 调整; 协调  
 disposal [di'spəuz(ə)l] *n.* 处理; 清理  
 logistician [ˌləʊdʒi'stiʃən] *n.* 物流师  
 inbound ['inbaund] *adj.* 入站的; 内部的  
 outbound ['autbaund] *adj.* 出站的; 外部的  
 implement ['implim(ə)nt] *vt.* 实施, 执行  
 consumption [kən'sʌm(p)ʃ(ə)n] *n.* 消费



## Notes

1. 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 order to meet customers’ 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。”

2. Therefore, when it comes to modern logistics, most professionals in the business consider it one of the most competitive and exciting jobs, invisible as it is.

因此，当谈到现代物流时，大多数业内人士认为它是最具竞争力、最令人兴奋的工作之一，尽管它是无形的。

3. Inbound logistics is one of the primary processes of logistics concentrating on purchasing and arranging the inbound movement of materials, parts, or finished inventory from suppliers to manufacturing or assembly plants, warehouses, or retail stores.

内部物流是物流的主要过程之一，主要集中在采购和安排从供应商到制造或装配工厂、仓库或零售店的材料、零部件或成品的内部移动。

4. Outbound logistics is the process related to the storage and movement of the final product and the related information flows from the end of the production line to the end user.

外部物流是涉及从生产线末端到终端用户这段过程中的最终产品和相关信息流的储存和移动的过程。

5. Disposal logistics: Its main function is to reduce logistics costs, enhance services, related to the disposal of waste produced during the operation of a business.

废弃物物流：其主要作用是降低物流成本、提高服务质量，以及在企业经营过程中废弃物的处理。

6. Engineering logistics combines both business logistics and military logistics since it is concerned with highly complicated technological systems for which Reliability, Availability and Maintainability are essential, ex: weapon systems and military supercomputers.

工程物流结合了商业物流和军事物流，因为它涉及高度复杂的技术系统，其中可靠性、可用性和可维护性是必不可少的，如武器系统和军事超级计算机。

7. Production logistics aims to ensure that each machine and workstation receives the