

21世纪高等学校专业英语系列规划教材

# 物流



## 专业英语教程

吴尚义 主编



清华大学出版社 · 北京交通大学出版社

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## 内 容 简 介

本书分为16个单元,涉及物流领域最新的16个主题。首先从物流的基本概念和定义讲起,然后围绕概念和定义深入展开,讲述了客户服务、采购、仓储、库存管理、包装、运输;其次讲述了物流涉及和关联的内容,如集装箱化、第三方物流、逆向物流、物流单证、物流中心管理、配送管理、供应链管理;再次讲述了现代物流管理的手段和方式,如物流信息管理、物流电子通信等内容;最后讲述了物流绩效考核。本书形成了一个科学合理的宏观构架——综述(涉及的问题)、详述(问题的解决方法)和评价考核。

本书可作为高等院校物流管理及相关本科专业学生专业英语课程的教材,亦可作为物流行业培训的教材,还可供具有一定英语基础的物流专业人员自学使用。

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# 前言



在经济全球化的现代社会中，物流已经在世界范围内成为一个充满生机并且蕴含着巨大发展潜力的新兴产业，成为构筑企业竞争优势的基础和源泉。物流发展水平也正在成为衡量一个国家综合国力、经济运行质量和社会组织管理效率的重要指标之一。虽然我国的物流业起步较晚，但是在我国的经济不断发展和社会快速进步的大环境中，尤其是伴随着2008年北京奥运会的召开，我国物流业获得了迅猛的发展。物流行业顺应了经济全球化和生产信息化的大趋势，谋求资源在全球范围内的优化配置，企业专注于其核心业务的改革和由生产信息化带来的对物流的更高要求。我国经济正在越来越深入地融进全球性的现代市场经济体系，所以掌握现代物流理念、先进的物流技术、国际化的运营模式，迅速改进管理水平，尽快与国际接轨，是我国物流企业不能回避的挑战。

“物流”这个词的内涵经历了从早期的“运送”（Delivery）发展到之后的“物流”（Logistics）再到最近的“供应链管理”（Supply Chain Management）三个阶段。其功能也相应地逐渐发展，到现在已囊括了产品包装、采购、仓储管理、物流信息管理、物流调配、供应链管理、第三方物流等。

在21世纪的世界中，国际商业正大踏步地进入“供应链时代”。未来的竞争就是“供应链的竞争”，谁在供应链中抢得先机，谁就赢得了市场主导权。在欧洲，欧盟的一体化促使整个欧洲物流体系重组，出现了类似荷兰鹿特丹这样的欧洲物流枢纽和分销中心。在我国，广东省物流基础设施的不断完善和发展，尤其是深圳盐田港的发展，从根本上改变了粤港的物流发展态势。以“中远”和“中外运”等为代表的国有物流公司，以其强大的实力、管理优势、网络优势和集团优势，牢牢地占据着国内物流业的主导地位。在美国和日本，物流公司正以其卓越的规模化、集约化、信息化、专业化等优势展现出其强劲的实力。

因此，随着物流业的发展，其专业人才的需求量必将越来越大，要求也越来越高，而且需要其不仅具备物流专业知识与能力，同时还要熟练掌握和运用外语，成为国际物流合作的复合型人才。正是为了这一目的，我们编写了《物流专业英语教程》。本书作为21世纪高等院校专业英语系列规划教材之一，可作为高等院校物流管理及相关本科专业学生专业英语课程的教材及研究生的课外阅读材料，亦可作为物流行业培训的教材，还可供具有一定英语基础的物流专业人员自学使用。

北京物资学院是一所主要为流通领域培养高素质专门人才的普通高等院校。1994年在国内高校首家开办了物流管理专业。学校目前已发展成为一所以物流学科为特色的高等院校。北京物资学院外语系从学校的教学需要及专业特色出发,结合在教学工作中的经验,组织了长期在教学第一线从事“物流英语”课程教学的一批资深教师编写了这本《物流专业英语教程》。本书的编写体现了编撰者努力将语言技能的训练与物流专业知识的讲解融为一体的理念,最终服务于国际化物流人才的培养目标。

本书是北京市教育委员会人文社会科学研究计划面上项目“物流英语语料库的研究与建设”的研究成果,是在物流英语语料库建设和研究的基础上编写出来的。本书的选材来自以国外物流专业权威的近期出版的期刊杂志和报纸上的文章、世界物流大公司的一些年度报告和业务资料为内容建立的语料库中真实和原始的语料,内容丰富,材料翔实,与其他同类教材相比具有时效性、实用性、广泛性、前瞻性、新颖性和时代性等特色。

本书分为16个单元,涉及物流领域最新的16个主题。首先从物流的基本概念和定义讲起,然后围绕概念和定义深入展开,讲述了客户服务、采购、仓储、库存管理、包装、运输;其次讲述了物流涉及和关联的内容——集装箱化、第三方物流、逆向物流、物流单证、物流中心管理、配送管理、供应链管理;再次讲述了现代物流管理的手段和方式——物流信息管理、物流电子通信等内容;最后讲述了物流绩效考核。整本书形成了一个科学合理的宏观构架——综述(涉及的问题)、详述(问题的解决方法)和评价考核。因此,本书是目前同类教材中涵盖物流内容最全、最系统的教材。

本书每个单元有一篇课文,并附有较详尽的注释和练习。练习紧扣课文内容,以促进学生对所学知识的掌握,并设置综合类的练习题,帮助学生消化吸收。此外,还有一篇补充阅读材料,对本章内容的重要观点进行补充。

本书与目前同类教材不同,不仅专业内容丰富系统,而且又体现了教育部最新《大学英语课程教学要求》的原则,突出了对学生在听、说、读、写、译五个方面能力的不断提高。

**听说**——每个单元课文后有相关专业内容的问答和讨论,通过练习可提高听说能力。

**读**——每个单元都有较大的阅读量:课文、补充阅读材料和两篇阅读理解练习,通过大量阅读可提高阅读能力。

**写**——按照大学英语六级写作的要求,每个单元都有一个基于课文内容的写作题目供练习。学完课文后,写作会变得轻松容易。这是一种提高写作能力的有效方法。

**译**——每个单元练习中都有一定量的英译汉和汉译英练习。掌握了课文和相关词汇,就能顺利地完成这些练习,从而大大地提高翻译能力。

因此,对教师而言,本书具有更大的可操作性;对学生而言,通过本书的学习,不仅能提高专业英语水平,而且也能极大地提升英语综合应用能力,有助于通过大学英语六级考试和硕士研究生英语入学考试。

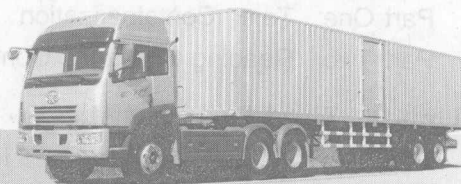
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我们在此对本书所选文章及段落的原刊出单位和机构及其作者表示诚挚的谢意。由于编者水平有限，书中不妥及疏漏之处在所难免，恳请专家和读者不吝指正。

编 者

2008年9月于北京

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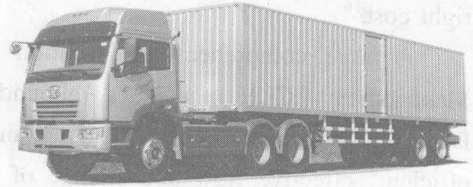


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# Unit 1

## Logistics



### Part One Text

## The Nature and Importance of Logistics

### What Is Logistics?

Logistics is defined as the process of planning, implementing and controlling the efficient and cost-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 conforming to customer requirements.<sup>1</sup>

More simply, it is the science (and art) of ensuring that the right products reach the right place in the right quantity at the right time to satisfy customer demand.<sup>2</sup> The UK Institute of Logistics and Transport defines it even more succinctly as: “the time-related positioning of resource”<sup>3</sup>. It has also been defined as “the management of inventory in motion and at rest”<sup>4</sup>. Its marketing discipline encompasses a warehousing, distribution and information management. It also includes international supply chain management and added-value/pre-retailing services.

Logistics is the universal thread or “pipeline” that plans and coordinates the delivery of products and services to customers all over the world. Logistics professionals manage and coordinate activities in this global pipeline to ensure an effective and efficient flow of materials and information from the time a need arises until it is satisfied and beyond. Some of the many activities involved in logistics include: customer service, warehousing, inventory control, transportation, materials handling, forecasting, purchasing and strategic planning.<sup>5</sup> The goal of these logistics activities is to satisfy the needs of the ultimate consumer — you. Simply stated, logistics managers ensure that the right product, in the right quantity, in the

right condition, is delivered to the right customer at the right place, at the right time, at the right cost.<sup>6</sup>

A more comprehensive definition of logistics adopted by the Council of Logistics Management (CLM) includes inbound, outbound, internal, and external movements.<sup>7</sup> Logistics is that part of the supply chain process that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption to meet customers' requirements.

Logistics is a challenging and important activity because it serves as an integrating or boundary spanning function. It links suppliers with customers and it integrates functional entities across a company. With the ever-growing competition in today's market place it becomes necessary for a firm to use its resources to focus on strategic opportunities. This includes several internal factors like management style, culture, human resources, facilities and several external factors like technology, globalization and competition. This is where the concept of logistics plays a major role, i. e. it helps to leverage certain advantages the firm has in the marketplace.

Logistics is involved every time you purchase a product, whether it's food, medicine, or clothing. It doesn't matter how you shop — at a store, by mail order, through direct sales, or via the Internet — you are being served by the logistics pipeline. The items you purchase have been transported from manufacturers near and far to get to you — and logistics professionals have managed each of these journeys.

Consider the last shirt that you purchased. The cotton may have been grown and processed in Georgia. Then it was shipped to South Korea where it was spun into fabric. The bolts of fabric were sent to Guatemala for cutting and assembly. The completed shirt was then transported to the U. S. retailer that sold it to you. And, that's not all! The buttons, thread, packaging and labels all went through similar international logistical paths to become part of your shirt as well.

Every product in your home has in some way been touched by this incredible field.<sup>8</sup> Pick up a soft drink, styling gel, a computer, or a CD player and consider the path each of these items has traveled to get to you. You've been depending on logistics all of your life to provide the best that the world has to offer.<sup>9</sup>

### How Important Is Logistics?

Logistics has a huge impact on the domestic and global economy. Logistics facilitates market exchanges, provides a major source of employment, and is a major purchaser of assets and materials.<sup>10</sup> In the process of these activities, organizations in the United States spend nearly \$ 800 billion on logistics each year — up from \$ 678 billion in 1990. That is nearly three times the combined annual revenues of General Motors, IBM, and Proctor &

Gamble! Worldwide, more than \$1.4 trillion is spent annually on logistics and the amount will grow with the continued expansion of the global marketplace.

Logistics is of critical importance to human survival. The logistics system provides the continuous availability of food, water, medicine, and other key materials that you need to survive.<sup>11</sup> A prime example is the food you ate at your last meal. It's very likely that the materials used to prepare that meal came quite a distance . . . perhaps from the other side of the planet! In order for that meal to fulfill your needs, you were dependent on logistics professionals to provide safe storage and transportation of those items.

Logistics greatly impacts our quality of life. The logistics industry employs people worldwide, providing a cost-effective means of distributing goods locally and globally. The more affordable the goods, the higher the standard of living for you.<sup>12</sup> Consider the last pair of athletic shoes that you purchased. They were probably manufactured in Southeast Asia, yet the exact pair (the right size, color, and style) that you wanted was available for purchase the day you walked into the store.<sup>13</sup>

Logistics affects our success in a wide variety of endeavors. Logistics greatly impacts activities other than the flow of industrial and consumer products. Here are just a few examples.

Relief organizations like the American Red Cross Disaster Service and the International Red Cross provide logistics support in life-threatening situations such as floods, hurricanes, and earthquakes. They operate like a huge mobile warehouse, setting up temporary facilities and shelters on a moment's notice to efficiently distribute food, supplies, and equipment to disaster victims.

The U. S. military relies on logistics to determine the feasibility of a mission — whether it is military or humanitarian in nature. Logistics also provides the flexibility to move personnel, equipment, and supplies wherever they are needed in the world.

Major productions like rock concerts and sporting events also require logistics. More than \$25 million was spent on logistics for the Summer Olympic Games in Atlanta, Georgia. During the Games, more than 1,200 logistics staff members were needed to receive, set up, resupply and recover assets at 143 competition venues, training facilities and other sites.<sup>14</sup>

### **What Is the Role of Logistics in the Organization?**

Logistics is critical to the success of every organization. Once considered an important, behind-the-scenes operational activity, logistics is now recognized as a strategic tool for creating customer value and loyalty. Companies like Wal-Mart, Coca Cola, and Nike attribute a great deal of their success to their global logistics systems. They realize that integrating activities within the organization and across the logistics pipeline, building strong

relationships with product suppliers, and working with customer-focused logistics service providers are all critical to building a competitive advantage through logistics.

The scope of opportunities for logistics professionals is expanding. Logistics managers are involved in boundary and organization-spanning teams, strategic planning, alliance building, and a host of other activities that directly impact the success of their organizations worldwide. Because these roles are expanding, a career in logistics management can lead in many directions — including to the top of the company!

### **Who Works in Logistics Management?**

The demand for logistics managers at all levels is excellent. The Collegiate Employment Research Institute reports that logistics is a field with more positions than graduates each year. The Wall Street Journal reports that senior logistics management talent is also in short supply. As logistics managers' roles and value have grown, the need for well-educated, talented professionals with a diverse array of skills has emerged.

The increasing importance of analytical, strategic, and technological activities also makes logistics an attractive career to more people. As a result, the number of minorities and women entering the field of logistics directly from high school, college, and from other fields is increasing rapidly. Another factor which contributes to the changing face of logistics is the value that organizations are placing on diversity today.<sup>15</sup> Successful organizations realize that diversity gives them an edge in the highly competitive global marketplace.<sup>16</sup> As a result they are recruiting a variety of people from all walks of life for their logistics management positions. This strategy is highlighted here by two companies: “It makes good business sense to have a workforce that reflects the marketplace at large.<sup>17</sup> We recognize the value that a diverse management team brings to our company — the ability to reach out to the entire world.” “We recruit from a wide pool because we need all the skills that are out there. The bottom line is that our organization wants people with excellent skills, regardless of their ethnic background, gender, or age.” According to recent surveys, women and minorities are discovering logistics and enrolling in degree programs across the nation. For example, at the University of Nevada-Reno, 45 percent of graduates are female, compared to zero just six years ago. The number of women and minorities in logistics management positions and professional organizations is on the rise as well.

Clearly, logistics is a discipline worthy of attracting the best and the brightest people from all walks of life. Anyone with the education, skills, and drive to succeed can build a prosperous career in logistics management

### **What Kinds of Organizations Employ Logistics Managers?**

Logistics involves so many critical business activities that nearly every Fortune 500 and

Global 500 company can be considered a potential employer for logistics managers. The same can be said for smaller public and private companies around the world. From the largest automobile manufacturers to the smallest zipper producers, any company that purchases and/or sells products has a need for logistics professionals to manage the flow of product and information locally, nationally, and internationally. Service firms like hospitals and restaurant chains like McDonald's must also manage logistics activities. Here is a sample of the types of businesses and organizations that you could work for as a logistics manager.

## Words and Expressions



- |                               |           |  |
|-------------------------------|-----------|--|
| alliance /ə'laɪəns/           | <i>n.</i> | a close association of nations or other groups, formed to advance common interests or causes<br>联盟, 联合             |
| analytical /ˌænə'litikəl/     | <i>a.</i> | of or using analysis 分析的, 解析的  |
| array /ə'reɪ/                 | <i>n.</i> | an impressively large number, as of persons or objects 大量, 令人瞩目的大数量 (如人或物)   |
| availability /ə'veɪlə'bɪləti/ | <i>n.</i> | ability that sth. can be used or obtained 可用性, 可得性, 有效性, 实用性   |
| bolt /bɔːlt/                  | <i>n.</i> | quantity of cloth, etc. wound in roll 一匹, 一卷   |
| discipline /'dɪsɪplɪn/        | <i>n.</i> | ① a branch of knowledge or teaching 学科, 科目, 知识或教学的分支<br>② control obtained by enforcing compliance or order 规律, 纪律 |
| encompass /ɪn'kɒmpəs/         | <i>v.</i> | ① to constitute or include 构成, 包括<br>② to enclose; to envelop 包围, 包装   |
| endeavor /ɪn'devə/            | <i>n.</i> | attempt; effort 努力, 尽力   |
| feasibility /ˌfiːzə'bɪləti/   | <i>n.</i> | practicability possibility 可行性, 可能性, 现实性   |
| gel /dʒel/                    | <i>n.</i> | semi-solid jelly-like substance 凝胶, 冻胶, 形成 (肉、鱼、果子等的) 冻  |

- humanitarian /hju(:)məni'teəriən/ *n.* one who is devoted to the promotion of human welfare and the advancement of social reforms; a philanthropist 人道主义者, 献身于人类福利的提高和社会改革的进步的人, 慈善家
- hurricane /'hʌrɪkən/ *n.* storm with a violent wind 飓风, 龙卷风, 暴风(雨)
- inbound /'ɪnbaʊnd/ *a.* bound inward; incoming 归航的, 开回的
- inventory /'ɪnvəntəri/ *n.* the quantity of goods and materials on hand; stock 存货总值, 库存, 存货
- leverage /'li:vərɪdʒ/ *v.* ① to supplement (money, for example) with leverage 补充(如金钱)支持  
② to affect as if by leverage 杠杆作用: 好像通过杠杆作用进行影响
- outbound /'aʊtbaʊnd/ *a.* outward bound; headed away 向外去的, 向外开的
- recruit /rɪ'kru:t/ *v.* to supply with new members or employees 招收, 补充
- retailer /rɪ:'teɪlə/ *n.* tradesman who sells by retail 零售商人
- succinctly /sək'sɪŋktli/ *ad.* briefly; clearly; concisely 简明地, 简洁地, 简便地
- spin /spɪn/ *v.* to draw out and twist (fibers) into thread 纺织, 纺纱
- victim /'vɪktɪm/ *n.* one who is harmed or killed by another 受害人, 牺牲者, 牺牲品
- zipper /'zɪpə/ *n.* a fastening device consisting of parallel rows of metal, plastic, or nylon teeth on adjacent edges of an opening that are interlocked by a sliding tab 拉链
- an array of  
at large *n.* an impressively large number of 大量的  
as a whole; in general 全部的, 整个的, 全体的

behind-the-scenes	out of sight of the audience; behind the stage 在台后, 在幕后
boundary spanning function	across-boundary function 跨边界作用
in short supply	not plentiful; scarce 不充裕, 供应不足
on a moment's notice	very soon 一会儿, 立刻, 马上
organization-spanning team	across-organization team 跨组织团队
conform to	agree or be consistent with 与……相符合, 与……相一致
focus on	to concentrate 集中于
have (make) an impact on	to have an effect (influence) on 对……有 (产生) 影响

### → Special Terms

added-value/pre-retailing services	增值/零售前服务
customer service	客户服务
distribution and information management	配送与信息管理
in-process inventory	在制品库存, 在制品
inventory control	库存控制
materials handling	物料搬运
purchasing and strategic planning	采购和战略计划
Supply Chain Management (SCM)	供应链管理
transportation	运输
warehousing	仓储



1. Logistics is defined as the process of planning, implementing and controlling the efficient and cost-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 conforming to customer requirements. 物流被定义为: 是为了满足顾客要求而对原材料、在制品库存、产成品及相关信息从起源地到消费地的有效率的、成本有效益的流动和储存进行计划、执行和控制的过程。

2. More simply, it is the science (and art) of ensuring that the right products reach the right place in the right quantity at the right time to satisfy customer demand. 更简单地说, 物流是一种科学(艺术), 它保证把准确的产品以准确的数量在准确的时间内送达准确的地点以满足客户的需求。
3. ... “the time-related positioning of resource” …… “和时间相关的资源配置”
4. ... “the management of inventory in motion and at rest” …… “处于运动和静止的库存的管理”
5. Some of the many activities involved in logistics include: customer service, warehousing, inventory control, transportation, materials handling, forecasting, purchasing and strategic planning. 物流所涉及的一些活动包括客户服务、仓储、库存控制、运输、物料搬运、预测、采购和战略计划。
6. Simply stated, logistics managers ensure that the right product, in the right quantity, in the right condition, is delivered to the right customer at the right place, at the right time, at the right cost. 简单地说, 物流管理人员要确保把准确的产品以准确的数量、准确的时间、良好的状况、合理的成本运送到准确地点的准确客户手中。
7. A more comprehensive definition of logistics adopted by the Council of Logistics Management (CLM) includes inbound, outbound, internal and external movements. 美国物流管理协会所采用的更为综合的物流定义包括进向、去向、内部和外部的移动。  
Council of Logistics Management (CLM) (美国物流管理协会) was founded in 1985.
8. Every product in your home has in some way been touched by this incredible field. 人们家里所有的物品在一定意义上是通过这种惊人的方式获得的。
9. You've been depending on logistics all of your life to provide the best that the world has to offer. 人们终身依赖物流来获得世界所提供的最佳产品。  
“... that the world has to offer” is an attributive clause modifying the word “the best”.
10. Logistics facilitates market exchanges, provides a major source of employment, and is a major purchaser of assets and materials. 物流促进市场交易, 提供大量的就业机会, 购置大批资产和物资。
11. The logistics system provides the continuous availability of food, water, medicine, and other key materials that you need to survive. 物流系统能持续不断地提供人们生存所需要的食品、水、机器和其他重要的东西。

“... that you need to survive” is an attributive clause modifying the words “food, water, medicine and materials”.

12. The more affordable the goods, the higher the standard of living for you. 人们获得的物质越多, 生活水平就越高。

This is an elliptical sentence with “are” and “will be” omitted. The complete sentence is “The more affordable the goods are, the higher the standard of living for you will be.”

13. ... yet the exact pair (the right size, color, and style) that you wanted was available for purchase the day you walked into the store. ……当你走进商店时, 你就能购买到你真正想要的(大小、颜色和式样合适的)鞋。

“... that you wanted” is an attributive clause modifying the word “pair”. “... the day” means “the day that”, which is equal to “when”, introducing an adverbial clause of time.

14. During the Games, more than 1 200 logistics staff members were needed to receive, set up, resupply and recover assets at 143 competition venues, training facilities and other sites. 在奥运会期间, 有 1 200 多名物流工作人员在 143 个比赛场地、训练馆和其他场馆接收、安置、发放和补充各类物资。

15. Another factor which contributes to the changing face of logistics is the value that organizations are placing on diversity today. 促使物流业不断繁荣(出现新貌)的另一个因素就是今天各个组织都在重视多样性。

“... which contributes to the changing face of logistics” is an attributive clause modifying the word “factor”.

16. Successful organizations realize that diversity gives them an edge in the highly competitive global marketplace. 一些成功的组织认识到多样性使他们在激烈竞争的全球市场中能有一席之地。

17. It makes good business sense to have a workforce that reflects the marketplace at large. 拥有一支能够反映整个市场特点的员工队伍具有重要的商业价值。

“... that reflects the marketplace at large” is an attributive clause modifying the word “workforce”.