



中国高等院校市场学研究会

中国高等职业技术教育研究会电子商务与物流协作委员会

规划组编

高职高专教育电子商务专业教材新系

电子商务英语

总主编 徐小贞

主 编 廖丽洁 张丽莲 副主编 史咫阳



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Dongbei University of Finance & Economics Press



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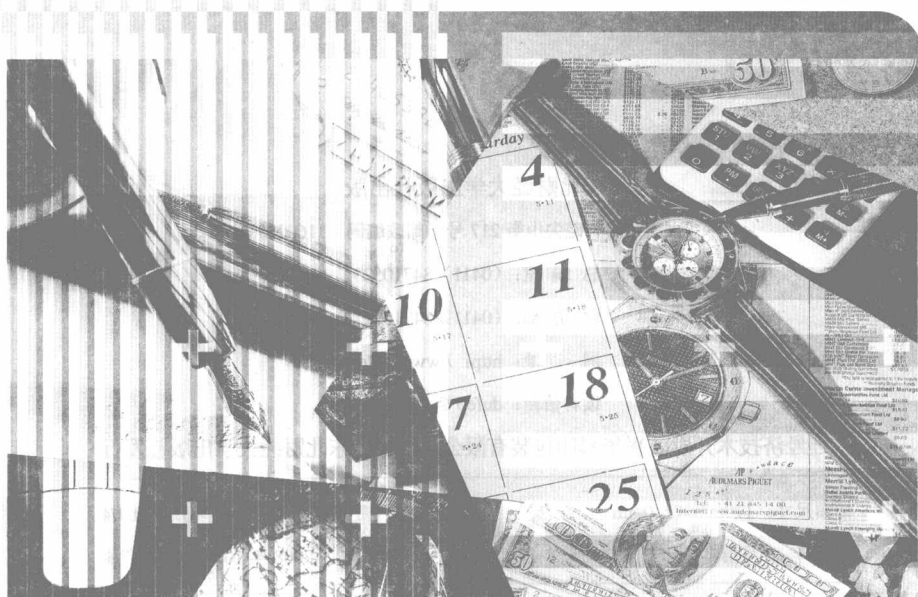
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总 序

电子商务是发展迅猛的新兴产业。在我国,电子商务历史虽短,但从 20 世纪 90 年代初的 EDI 电子商务应用,到其后的“三金工程”,再到 90 年代末开始的互联网,其发展势头极为强劲。进入 21 世纪,电子商务带动了企业管理与商务模式的创新,对经济环境与国际政策的挑战也日益显著,特别是对于中小企业,电子商务发展的潜力不可估量。

与产业发展同步,电子商务专业是我国多数高等院校开设的大专业之一。迄今为止,在全国 1 100 所高职院校中,已有 700 多所开设了电子商务专业,为社会源源不断地提供大量电子商务高等应用型人才。

在专业课程设置方面,国内高职院校经过近几年教学计划的交流,并借鉴国外特别是欧美电子商务教育经验,已在主要方面达成阶段性共识,提炼出以网络技术与应用、数据库技术与应用和网页设计与制作等技术基础课为依托,以电子商务概论、电子商务网站建设与维护、电子商务安全管理、网络营销、电子商务法律、网络编辑、电子商务英语、电子商务综合实训等专业课为主干,以国际贸易实务、电子商务项目管理、客户关系管理、电子商务物流等拓展课为补充的高职高专电子商务专业课程体系。

根据上述新的课程体系设计推出的“21 世纪新概念教材·高职高专教育电子商务专业教材新系”(共 15 种),由中国高等院校市场学研究会和中国高等职业技术教育研究会电子商务与物流协作委员会(以下简称“两会”)规划组编,东北财经大学出版社出版,其领衔作者是从全国各高校专业带头人中择优遴选出来的,他们或者是国家精品课程的主讲者,或者是本专业领域的资深专家。

本套教材具有六大鲜明特色:

- 1.与时俱进的课程设置:与国内外高校电子商务专业教学改革新进展保持同步。
- 2.合理先进的代型设计:定位于“产学研结合”,着眼于“双证沟通”,涉足于“创新教育”,突出“高等应用性”,充分展示既定成果,也适当关注“问题意识”。
- 3.能力本位的人才模式:坚持整合论意义上的“知识教育、技能训练和能力培养三者统一”。
- 4.简明优化的教学内容:按照“先进、精简、适用”的原则对教学内容进行优化重组。
- 5.典型到位的案例穿插:章首的“引例”,节内的“微型案例”,章后的“中型案例”与书后的“综合案例”融为一体。
- 6.系统完备的教辅支持:免费提供网络教辅系列,“PPT 教学课件”、“章后习题参考答案与提示”、“综合案例分析提示”、“综合实训教学建议”、“综合讨论教学引导”、“试题题库”等一应俱全。

作为全国通用的最新教学用书,本套教材是高等职业技术学院、高等专科学校、本科院校二级学院、五年制高职等电子商务专业、IT专业、工商管理专业及其他财经类相关专业的首选,也可供成人高校、电大、民办高校和社会从业人员参考使用。

本套教材只是“两会”高职教育教学改革与创新研究的阶段性成果,这些成果在取得上述突破的同时,尚存在某些方面的不足。这些不足的克服,有赖于在广大专家和读者支持与关怀下的不断修订。

“高职高专教育电子商务专业教材新系”

编写委员会

编 审 说 明

本书是全国高职高专教育通用教材，经审定，同意将其作为“两会”规划教材出版。书中不当之处，欢迎读者批评指正。

中 国 高 等 院 校 市 场 学 研 究 会
中国商等职业技术教育研究会电子商务与物流协作委员会

规划教材审定组

前言

自从电子商务出现以来,越来越多的企业涉足其中,全球各所大学的商学院也纷纷设立了此类课程。商家的参与和投入与学术界的探讨和分析形成了商界和学术界的新潮流。在英美及欧洲大陆国家,电子商务正在蓬勃发展。它给世界带来了许多方面的影响,包括商业经营、工作方式、消费方式等等。

比尔·盖茨告诉我们,当今企业的竞争更大程度是经营模式之间的竞争,而不是产品之间的竞争。而当今最具竞争力的新型商业模式就是电子商务。因此国外大学的商学院也设立了电子商务等相关的课程。电子商务以及和网络时代的商业有关的课程成为一种新型的课程。

要掌握以上领域的知识并实现与国际电子商务发展动态和发展趋势接轨,具备电子商务领域的英语运用能力十分必要。《电子商务英语》作为电子商务系列教材的专业英语教材,将在此领域帮助学习者实现这一目标。

本教材的特点是:通过强化以电子商务为应用领域的“听、说、读、写、译”诸项技能训练,培养和提高学生在本专业领域的口头与书面沟通的能力。本书共 10 个单元,共 36 学时,平均每个单元使用 3.6 学时完成。每个单元由四个环节组成:

第一环节提出“学习目标”(Learning Targets),并设有“引入活动”(Lead-in Activities),引导学习者进行本单元课程的准备工作,同时也罗列出本单元将要出现的生僻词或关键词,供学习者预习。

第二环节以“新闻听力”(News Listening)引入话题,并附有配套练习。此部分听力内容分成两个部分,第一部分是简答题练习,第二部分是填空题练习。

第三环节为“课文”(Text)附以词汇、注释。课文后编写了 6 大任务(Task),分别从讨论、理解课文,掌握词汇、语言点、短语和句子翻译,口语活动以及应用写作等几个方面来巩固英语知识与技能,提高在不同电子商务领域中的英语应用能力。

最后一个环节是主课文练习之后的“网络文献阅读”(Literature Reading on the Internet)。目的是为学习者提供更多的英语素材来了解该单元的相关知识,提高阅读、写作能力和拓展专业知识。

本教材在编写中开拓思路,力求突破传统教材侧重书面知识的局限性,在强化“读、说、听、写、译”诸项技能的同时,还在听力音频、习题解答和题库上进行了全方位的拓展,使其成为一本电子商务英语领域的立体化教材。

本书所附光盘中含有第 1 至第 10 单元课文第一环节“新闻听力”(News Listening)的音频文件。

为方便教学,我们还为本教材提供了丰富的网上教学资源,即电子教学课件和 4 个“附录”。这些“附录”是:“附录 1 单元习题参考答案”、“附录 2 试题题库”、“附

录3 试题题库参考答案”和“附录4 课文译文”。使用本教材的教师可登录东北财经大学出版社网站(www.dufep.cn)查询或下载这些教学资源。

本教材由深圳职业技术学院外语学院院长徐小贞教授担任总主编,由廖丽洁和张丽莲老师担任主编,史阳阳老师担任副主编,该校外语学院加拿大籍专家 Angel Yuan 审阅了全部稿件并提出修改意见。此外,我们特别感谢东北财经大学出版社许景行编审从本书的策划、组稿到出版给予的大力支持和热情指导!

由于编者水平有限,本书难免存在不足之处。希望广大教师和学生在使用本书时提出宝贵意见和建议,以便我们进行修改和完善。

编者

2008年8月

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Unit 1

Why E-Commerce

Learning Targets

Upon finishing learning this unit, you are expected to:

1. Understand what e-commerce is and identify the features of e-commerce in English,
2. Understand why businesses incorporate e-commerce solution into their business operations,
3. Fill in an English online registration form from an e-commerce company,
4. Learn some useful words and expressions in talking about e-commerce,
5. Improve your language skills (listening, speaking, reading, writing and translating).

Lead-in Activities

You need to do

Amazon.com is one of the most successful online sellers of books & music. Get on its website and experience how it sells books. Then discuss the following questions with your partner:

1. What is e-commerce according to your understanding?
2. How does it differ from the traditional business operation?
3. What benefits do you think an e-commerce solution brings to a business?

You need to know

The following terms are important in understanding this unit. Try to figure out what they are. Exchange your ideas with your partner:

Yahoo.com	Alibaba.com	Amazon.com	Sohu.com
WWW	B2B	B2C	C2C
penetration	Internet community	Internet population	
web page	website	international market	

News Listening

Yahoo Purchases Alibaba

Task 1: Listen to the first part and answer the following questions:

1. Who is the interviewee in the video interview? What is his name?

2. Which company does Yahoo purchase shares of?

3. How much do they spend?

Task 2: Listen to the second part and fill in the blanks according to what you hear:

...
Terry Semel: Uh, we're very, very (1) _____ about this. It's really a, if you think



about the new combined entity, which brings together the great success of Alibaba, who are the No.1 e-commerce company in China, both in B2B, or (2) _____, and in C2C, or in auctions. The leaders in both of those segments and you combine that with Yahoo's assets in

China, which includes search, are being for sure the No.2 player, if you look at the way people rate search queries. So No.1 a little ahead, Yahoo right behind it and a very strong No.2, very strong No.2 in mail products and (3) _____ products in China. When you bring that together, and you bring together the great managements that Alibaba have and the great managements running the teams at Yahoo today, we

think it's a winning formula. It's a good long-term thinking.

Female Anchor: Well, Speaking of long term, that was what I was gonna ask you. Can you put it in perspective for us really because, when you look at China and the number of people currently that have (4) _____ to the Internet, it's a relatively small percentage if you put it into the percentages of the population. So what are your ultimate hopes in terms of penetration into what many argue will be the largest Internet population in the world.

Terry Semel: Sure it's the work with the best tools, and being the best businesses, so globally the best businesses would be a (5) _____, or commerce for sure and search for sure. So put in those two assets together in the same place along with communications and great management. You look at China today, it's the fastest growing Internet market in the world. The rates, and as you said before, the amounts of people using it are quite small (6) _____ to the size of the country; Great growth opportunities, and to be the leader in the two most significant areas globally with the kind of growth we will have in China, and it matches what Yahoo does in Asia.

Text

Reasons for Launch E-Commerce

An e-commerce solution for a business is the incorporation of all aspects of the business operation into an electronic format. Many well-established businesses have been selling online for years. When a business has incorporated an e-commerce solution, the business will experience a lower operation cost while at the same time increasing its profit. The e-commerce solution will allow businesses to eliminate unnecessary paperwork. All paperwork and data can be transformed into an electronic format. Thus, it will eliminate valuable shelf space and data can be searched and accessed in matter of seconds.¹

E-commerce will also automate the sales process. Customers can “point & click” on the products they wish to purchase, fill out the customer information, and the product will be shipped and received in few days. The administration department does not have to fill out any paperwork because the customer had done it already. Thus, the efficiency will be greatly improved. With an e-commerce solution, the business will be open 24 hours a day, 7 days a week. People from anywhere in the world with an Internet access will be able to visit the site at any time. They will not be restricted to the “normal” business operating hours. A “brick & mortar” business is normally limited to serving the customers in its local geographical location.² With an e-commerce solution, the business will not be limited to a geographical restriction; rather it opens itself to the global online market. Essentially, the business’ market exposure will be greatly increased.

There are many reasons why every business should incorporate an e-commerce solution into its business operation. Among others, the following are the most important.

1. To Establish a Presence

Millions of people worldwide have access to the World Wide Web (WWW), which cannot be ignored by any business. To be part of that online community, a business would need to be on the WWW for them.³ Because if it does not do it, its competitor definitely will.

2. To Heighten Public Interest

A small business won’t get Newsweek magazine to write up about its local store opening, but it might get them to write up its web page address if it is something new and interesting.⁴ Even if Newsweek would write about its local store opening, it would not benefit from someone in a distant city reading about it, unless of course, they were coming to one’s town sometime soon. With web page information, anybody anywhere who can access the Internet and hear about its site is a potential visitor to its website and a potential customer for its information there.

3. To Sell Things

Many people think that this is the first thing to do with the World Wide Web. However, a business should consider selling things on the Internet and the World Wide Web after it has made itself known to the potential customers. Why? Because before people decide to become customers, they want to know about the business, what the business can do for them, which business can do easily and inexpensively on the WWW? Then it might be able to turn them into customers.



4. To Reach a Highly Desirable Demographic Market

The demography of the WWW user is probably the highest mass-market demography available. Usually they are college-educated or being college educated, making a high salary or soon to make a high salary. It is no wonder that Wired magazine, the magazine of choice to the Internet community, has no problem getting Lexus and other high-end marketer's advertising.⁵

5. To Open International Market

A business may not be able to make sense of the mail, phone and regulation systems in all the potential international markets. But with an e-commerce solution, it can open up a dialogue with international markets as easily as with the company across the street. As a matter of fact, before it goes onto the Web, it should decide how it wants to handle the international business that will come its way, because its postings are certain to bring international opportunities to its way, whether it is part of one's plan or not.

6. To Create a 24 Hour Service

Not all businesses are on the same schedule. Business is worldwide but one's office hours aren't. Trying to reach Asia or Europe for an American company is even more frustrating. However, web pages serve the client, customer and partner 24 hours a day, seven days a week. It can customize information to match needs and collect important information that will put one ahead of the competition, even before they get into the office.

7. To Make Changing Information Available Quickly

Sometimes, information changes before it gets off the press.⁶ Now a business has a pile of expensive, worthless paper. Electronic publishing changes with its needs. No paper, no ink, no printer's bill. It can even attach its web page to a database, which

customizes the page's output to a database a business can change as many times in a day as it needs. No printed piece can match that flexibility.

8. To Allow Feedback from Customers

When you pass out the brochure, the catalog, and the booklet, it may not always work. No sales, no calls, no leads. What goes wrong? You can keep testing among numerous possibilities until you eventually find out the answer. However, you may not have the time or the money to wait for that. With a web page, a business can ask for feedback and get it instantaneously with no extra cost. An instant email response can be built into web pages and can get the answer while it's fresh in its customer's mind, without the cost and lack of response of business reply mail.

It is clear that an e-commerce solution will benefit the business in many aspects. The implementation of an e-commerce solution will generate a brand new revenue stream, expand the market exposure, and decrease the operation cost. Many Fortune 500 companies have already adapted e-commerce into their business operation. Many well-known "brick & mortar" businesses are starting to establish their presence on the web. For example, Barnes & Noble Booksellers, the top book retailer in North America has launched their web site earlier, following the success of Amazon.com. Amazon.com, the top book & music seller on the Web, has been referred to have a business of the most efficient business operation in the world today.

Words and expressions

- | | | | |
|---------------|------|---|--------------------|
| solution | n. | an act or way of finding an answer to a difficulty or problem | 解决, 解法 |
| incorporate | v. | to make (something) a part of a group, include | 合并, 并入 |
| incorporation | n. | | 合并 |
| electronic | adj. | connected with electrons | 电子的 |
| format | n. | the size, shape, etc., in which something is produced | 版式, 样式 |
| | | the general plan or arrangement of something | 事务的安排 |
| experience | v. | to feel, suffer, or know, as an experience | 经历, 感受 |
| excessive | adj. | (esp. of words or a face) full of feeling and meaning | (言语或面部)富有表情的, 有意义的 |
| eliminate | v. | (~ from) to remove or get rid of | 除去, 排除 |
| paperwork | n. | regular work of writing reports, letters, keeping records, lists, etc., | |