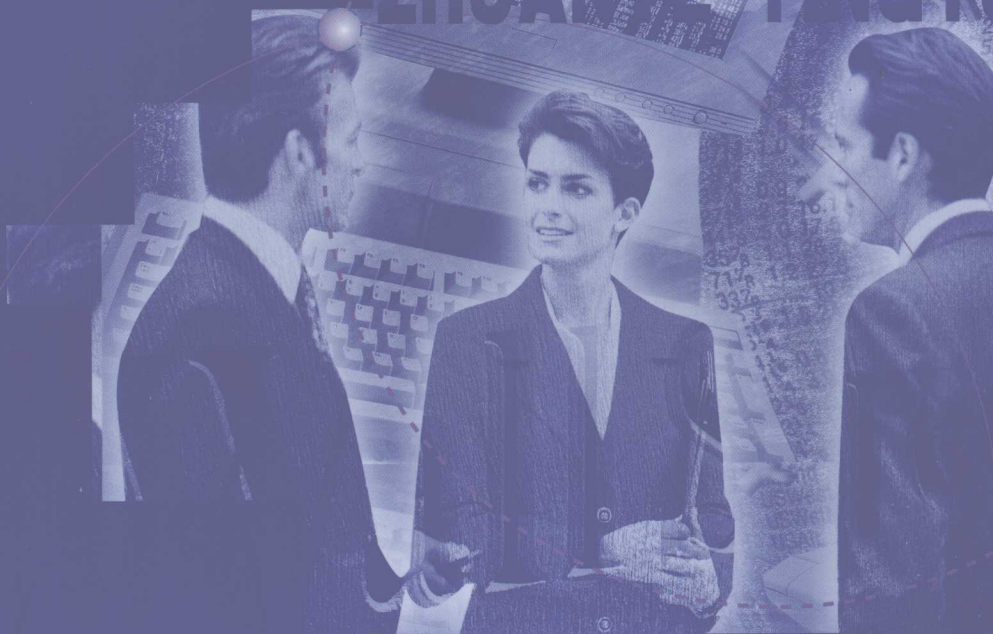




高职高专“十一五”规划教材

DIANZI SHANGWU
ZHUAN YE YINGYU



电子商务专业英语

● 徐晓冬 主编 曾祥娟 金郁 副主编



化学工业出版社

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·北京·

本书的编写始终贯穿着一切从实用出发的理念,在文章内容、教学要求和信函的写作技巧等方面皆有所创新,并列举了大量来自实际电子商务活动中的原生态选材,包括电子商务的历史、商业模式、成功案例故事、运营机制、发展展望以及网上开店与购物等多方面内容,新颖独特,实践性强,简捷易学。有助于提高学生阅读英文网站的水平和理解英文网站的组织结构,以及如何地道地使用英语处理电子商务活动中的 E-mail、Complain 等相关业务。

主要适合于高职高专电子商务、国际贸易等专业师生使用,也可以供电子商务及相关专业从业人员的在职培训和自修提高之用。

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前 言

E-commerce 这个十年前我们对它还一无所知或者说知之甚少的名词，今天不但家喻户晓，而且还渗透在我们生活的各个方面，完全彻底地改变了我们长期以来一直认为是天经地义的这个世界的经济运行模式，带给我们全球化经济的新视点 (The world is flat)。我们所有的人都无一例外的置身其中目睹着这场变革，并在变革中重新寻找和认识我们自己的价值。

经济全球化最值得关注的特点之一，就是全世界素不相识的企业和个人，哪怕你是在最偏远的角落，都愉快地聚集在一个世界级的“Shopping Mall”里自由地选择他们所需要的交易。尽管他们来自不同的国度，操不同的语言，但至少有一种语言可以使他们彼此相通，那就是 E-commerce English。

E-commerce English 是 Internet 商务活动中获取更多商业机会和信息的工具，只要你期望成为 E-commerce 的成功者，就没有理由拒绝学习和掌握它。本书主要为高等学校电子商务专业的学生以及目前社会所亟需的电子商务人才学习使用，帮助他们提高阅读英文网页的水平和理解英文网站的组织结构，以及如何地道地使用英语处理电子商务活动中的相关业务。

参加本教材编写的人员大都从事过电子商务英语的教学活动，并且在国际化的电子商务实践中积累了丰富的实战经验，并取得了一定的研究成果。他们分别来自国防科技大学、河南工程学院、内蒙古化工学院、山东第二技术学院、辽宁信息职业技术学院和科晶集团公司。其中第 1, 2, 4, 12 章及本书的电子邮件部分由徐晓冬、曾祥娟编写，第 3, 11 章由屈婷婷编写，第 5 章由刘伟编写，第 6, 8 章由宓淑环编写，第 7, 9, 10 章由金郁编写。此外我们还要特别感谢科晶集团公司和美国 MTI 公司提供的 E-mail 信函资料，这些资料都是在实际应用当中节选出来的。

由于编者的知识及时间有限，书中难免存在不足之处，敬请专家与读者批评指正。

编者

2008 年 4 月

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Unit 1

Going Close to E-commerce

Warming-up Questions:

1. How much do you know about e-commerce?
2. Can you name some words which are Internet-related?
3. Do you think e-commerce is far away from us?

Related links:

1. http://www.managementhelp.org/infomgnt/e_cmmrce/e_cmmrce.htm#anchor1167431
2. <http://www.ecommercetimes.com/perl/section/ebiz/>

When talking about e-commerce, people always try to define it in a definite way. In fact, unlike some definitions in natural science, we can hardly find an exact and accurate definition to explain e-commerce because of its spectacular impacts on human beings' activities and of its fast growing. Actually in today's Internet-based society, e-commerce is an indispensable part of our life, and we are experiencing the great changes it has brought about to our daily lives. The management guru, Peter Drucker, once describes e-commerce in such words: *The truly revolutionary impact of the Internet Revolution is just beginning to be felt. But it is not "information" that fuels this impact. It is not "artificial intelligence", It is not the effect of computers and data processing on decision making, policymaking, or strategy. It is something that practically no one foresaw or, indeed even talked about 10 or 15 years ago; e-commerce—that is, the explosive emergence of the Internet as a major, perhaps eventually the major, worldwide distribution channel for goods, for services, and, surprisingly, for managerial and professional jobs. This is profoundly changing economics, markets and industry structure, products and services and their flow; consumer segmentation, consumer values and consumer behavior; jobs and labor markets. But the impact may be even greater on societies and politics, and above all, on the way we see the world and ourselves in it.* It, therefore, is less meaningful for us to define e-commerce. Probably the definition we give today will become obsolete tomorrow or even at next minute.

E-commerce—It's More Than Buying and Selling

E-commerce, also known as e-business, describes the manner in which trans-



Remark

actions take place over networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain e-commerce applications, such as buying and selling stocks on the Internet, are growing very rapidly. But e-commerce is not just about buying and selling; it is also about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, and much more. E-commerce will impact a significant portion of the world, affecting business, professions, and of course, people.

Although the features of e-commerce include all types of activities, they can be put into two categories: (1) the online sale of goods or services and (2) the online distribution of information. Some authorities use the term electronic commerce or e-commerce to mean buying and selling goods and services over the Internet. But we prefer to use a broader explanation: e-commerce is any electronic exchange of information to conduct business.

The Interdisciplinary Nature of E-commerce

As a new disciplinary field, e-commerce is just now developing its theoretical and scientific foundations. But today, in the academic field, it is widely accepted that e-commerce is only a means by which people can get related information rather than a discipline worthy of studying and researching. Actually in modern society, we are so dependable on e-commerce. You can probably see that EC is related to many different disciplines, including Computer Science, Marketing, Consumer Behavior, Finance, Economics, Management Information Systems, Business Law, and Engineering.

The Partnership Between the Internet and Business

It, to entrepreneurs, is an everlasting topic to gain the maximum profit at the cost as low as possible. A business can open a Web storefront in the local area and find the world at its doorstep. The easiest way to understand the close alliance between the internet and business is to search the Internet itself. Popular search engines, such as Yahoo, Google and Baidu, show categories for business and related subjects. Some provide immediate links to business topics, where customers can easily find the products quotation or company names on their flashing screens. As you have seen, companies use the Web to sell products and services and to make information available. E-commerce can help them control costs by not having to print and mail catalogs and brochures. They can advertise and communicate on the Web, reaching a worldwide audience that they might never be able to reach otherwise.



They can make themselves available to customers 24 hours a day , 7 days a week.

Words and Expressions

spectacular <i>adj.</i>	unusually great 巨大的
impact <i>n.</i>	影响
indispensable <i>adj.</i>	essential, important 关键的, 不可缺少的
guru <i>n.</i>	专家, 权威
artificial intelligence	人工智能
practically <i>adv.</i>	almost or very nearly 几乎
managerial <i>adj.</i>	管理的
segmentation <i>n.</i>	分割, 分离
transaction <i>n.</i>	doing and completing a business activity 交易
collaborate <i>v.</i>	合作
entrepreneur <i>n.</i>	企业家
quotation <i>n.</i>	报价
brochure <i>n.</i>	小册子

Notes

1. **Peter Ferdinand Drucker** (November 19, 1909~November 11, 2005) was a voice for change and new ways of thinking about social and business relations. Drucker was born in a suburb of Vienna in a small village named Kaasgraben (nowadays part of the 19th district, Döbling). He earned a doctorate in International Law. In 1943, he became a naturalized citizen of the United States. He taught at New York University as Professor of Management from 1950 to 1971. From 1971 to his death he was the Clarke Professor of Social Science and Management at Claremont Graduate University.

2. **Yahoo, Google and Baidu:** widely used search engines for the web that finds information, news, images, products, finance. Nowadays these words are frequently used in our daily lives and some words have been given new meanings. For example, my children are googling all the day.

Exercises

Reading Comprehension

According to the text, answer the following questions.

1. According to the text, what does e-commerce mean?
2. How do you understand the quotation cited from Peter Drucker?
3. How do you understand the relationship between business and the Internet?



4. Do you agree with the author's statement that e-commerce has brought about great changes to our lives? If yes, can you give some examples?
5. What does the sentence "e-commerce is any electronic exchange of information to conduct business" mean?

Translation

A. Translate the following sentences into Chinese.

1. It is something that practically no one foresaw or, indeed even talked about 10 or 15 years ago; e-commerce—that is, the explosive emergence of the Internet as a major, perhaps eventually the major, worldwide distribution channel for goods, for services, and, surprisingly, for managerial and professional jobs.
2. But today, in the academic field, it is widely accepted that e-commerce is only a means by which people can get related information rather than a discipline worthy of studying and researching.
3. They can advertise and communicate on the Web, reaching a worldwide audience that they might never be able to reach otherwise.
4. The easiest way to understand the close alliance between the internet and business is to search the Internet itself.
5. Some provide immediate links to business topics, where customers can easily find the products quotation or company names on their flashing screens.

B. Translate the following sentences into English with the given words or expressions.

1. 关于电子商务的定义, 我们更倾向于使用更为宽泛的一种解释方法, 那就是, 在进行贸易时任何信息的交换。(prefer to)
2. 在网络快速普及的今天, 我们可以说电子商务是人们生活中不可或缺的。(indispensable)
3. 如果有现货的话, 可以立即发货。(available)
4. 所有的贸易往来都是通过网络实现的。(take place)
5. 电子商务给个人、机构带来的影响是无法估量的。(impact)

Supplementary Reading

E-commerce — Advantages

The advantages of E-commerce are basically increased sales and decreased costs through the use of electronic media, especially the Web. The advantages of E-commerce will be divided into the benefits it provides to organizations, consumers, and society.

Advantages to Organizations

Due to the global reach of the Internet, businesses organizations are able to send messages worldwide, exploring new markets and opportunities. This breaks down geographic limitations, and reaches narrow markets that traditional businesses have diffi-



culties accessing. Through the Internet, business now offer a wide range of choices and higher levels of customer information and details for individuals to search and compare. Some build-to-order companies such as Dell Computer Corp can even provide a competitive advantage by inexpensive customization of products and services.

In terms of cost reduction, E-commerce helps organizations decrease costs in creating, processing, distributing, storing and retrieving information. For example the communication and advertising costs could be lowered by sending e-mails and using online advertising channels, than by using television commercials or the print media. In terms of online ordering and online auction organizations, the costs could be lower than running an actual shop with the associated manpower.

Extended trading hours is another benefit, the 24 hours a day, 7 days a week in 365 days allows business always free to open on the Internet without overtime and extra cost. Other advantages includes the up-to-date company material, current inventories, improved customers service, better customers communication, increased operating and trading flexibility

Advantages to Consumers

For customers, the advantages occur in the buying process, product research, evaluation and execution. E-commerce provides customers with a platform to search product information through global markets with a wider range of choices, which makes comparison and evaluation easier and more efficient. With the ubiquity in accessing the Internet, consumers are able to search for shops or perform other transactions anytime in almost any location. Cheaper goods and services is one of the benefits for consumers who purchase online. Furthermore, delivery time and costs can be saved by buyers when they purchase digital goods and services. Examples are e-books, music and audio clips, software, games, and distance education delivered via the Internet.

Advantages to Society

By telecommuting, individuals can nowadays work and do their purchasing at home rather than by traveling around. This will result in less traffic and air pollution. For people in developing countries, many services and products are now available which were unavailable in the past; opportunities and higher education services are more achievable for students. Non-profit organizations, including government services, also benefit from E-commerce by the online payment system which supports the payment of tax refunds and pensions quickly and securely. Public services such as health care, education, and public social service also benefit from E-commerce. For example, rural doctors and nurses can access professional information and the latest health care technologies. Overall, e-commerce makes products and services more easily available without geographic limitations.



Words and expressions

geographic limitation	地理局限性
access <i>v.</i>	接近、进入
manpower <i>n.</i>	人力
execution <i>n.</i>	实行、执行
platform <i>n.</i>	平台
ubiquity <i>n.</i>	独特性
transaction <i>n.</i>	交易
overall <i>adv.</i>	总体地

A Guide to E-mail Writing

实用电子商务信函

写作特点: E-mail 商业信函是简洁的, 是不太讲究格式的, 有时甚至是一两句话来完成的。但目的性很强。E-mail 信函的基本要素包括: ①对象; ②目的; ③要求对方做什么或提供什么信息咨询; ④发函人的联系方式, 包括姓名、电话、Fax (方便传递合同)、地址, 以便收信人掌握发函人的信息, 进一步为发函人提供服务。

Specimen Letter

Hi Moyi,

Please provide the quotation and delivery date:

1. Copper single crystal:

Dimension: 25mm diameter by 1mm thick or thinner.

Available orientation, Quantity: 6 pieces

2. Gold single crystal:

Orientation: 111

Dimension: 1 mm diameter by 5 mm long

Quantity: 1 pieces

Thanks.

Byron

MTI Corporation

World leader for Advanced crystal and Lab equipment

Phone: 510-525-3070

Fax: 510-525-4705

E-mail: sales@mticrystal.com

Website: www.mtixtl.com

点评: 从上面的信函可以看出, 询价方与供货方是一种长期的合作关系, 因为开始的称呼很随便没有太多的礼节性语言。目的性很强, 要求对方提供报价和交货期。例如, available orientation 显然是在问供方能够提供的晶向。信的内容专业性很强, 是询问铜单晶和金单晶材料以及相关的技术要求和数量。



Unit 2

A Brief History of E-Commerce and EDI Standard

Warming-up Questions:

1. How do we understand the saying that “The world is flat”?
2. Undoubtedly, with the popularity of the Internet, e-commerce has penetrated into every corner of our life. Would you like to give some examples to illustrate how e-commerce influences your life?
3. What does EDI stand for and what role does it play in the development of E-commerce?

Related Links:

1. <http://www.mapsofworld.com/referrals/internet/internet-history/history-of-e-commerce.htm>
2. <http://www.flysyk02.netfirms.com/Ecommerce/History.htm>

E-commerce the magic thing, that practically no one knew or even talked about 17 years ago, becomes so popular that it has affected almost every detail of our life and totally changed the economic running model of the world which we think should be God's truth. As a result E-commerce brings us the new idea of global economy— “ The world is flat ” . All of us, with no exception, witness the great changes and reappraise the values of ourselves in the innovation.

Brief History of E-commerce

E-commerce applications were first developed in the early 1970s with innovations such as Electronic Funds Transfer (EFT) in which funds could be routed electronically from one organization to another. However, the extent of the applications was limited to large corporations, financial institutions, and a few other daring businesses. Then came Electronic Data Interchange (EDI), a technology used to electronically transfer routine documents, which expanded electronic transfers from financial transactions to other types of transaction processing (such as ordering, invoice receipts, shipping documents etc.). This new application enlarged the pool of participating companies from financial institutions to manufacturers, retailers, services, and many other types of businesses. More new EC applications followed, ranging from travel reservation systems to stock trading systems. Such



systems were called interorganizational system (IOS) application, and their strategic value to businesses has been widely recognized.

As we know, the development of EC is based on the growth of the Internet. The Internet began life as an experiment by the U. S. government in 1969, and its initial users were a largely technical audience of government agencies and academic researchers and scientists. When the Internet commercialized and users began flocking to participate in the World Wide Web in the early 1990s, the term electronic commerce was coined. As the EC applications rapidly expanded, a large number of so-called dot-coms, or Internet start-ups, also appeared. One reason for this rapid expansion was the development of new networks, protocols, and software. The other reason was the increase in competition and other business pressures.

EDI Standard

EDI (Electronic Data Interchange) is a communication standard that enables the electronic transfer of routine documents such as purchasing order, invoices, receipts, shipping documents between business partners. EDI often serves as catalyst and stimulus to improve the business processes that flow between organizations. It reduces costs, delays, and errors inherent in a manual document-delivery system. Therefore, it is important for us to understand how the EDI works and improves the development of E-commerce.

Problems Among the Traditional Information Interchange

Traditional information interchange between business partners mainly focused on replacing pre-defined or pre-printed business forms with similar defined electronic forms on computers, such as purchase orders, invoices, or delivery information. However, the procedures of processing those documents remain the same as before. For example, a typical purchasing system, which allows clients to review their material requirements and create purchase orders automatically according to stock levels and Bill of Materials (BOM). The created purchase order will be printed out and mailed to the supplier. The supplier then manually enters item information to their customer shipping system upon receiving the order. Information to be input may include customer names, order dates, order items, quantities, lead time, agreed price, payment methods and so on. On the date of delivery, ordered items will be shipped. Invoice will then be printed by the shipping system and mailed back to the purchaser.

As we can see in the example, even if the purchased items were ordered and



shipped on the same day, the lead time could be as much as a week or more. So it is obvious that the traditional information interchange protocol could result in the following problems.

- **Long Processing Time**

In the traditional paper-based processing system, the physical transmission of documents between trading partners caused the increase of processing time to complete a single transaction. Another reason which caused the processing time last longer is the time it takes to re-enter data. Same information is entered twice in the example above. However, the number of re-entering data will be a lot more in the real practices, especially in the manufacturing industries.

- **Low Accuracy**

Due to the paper-based system that requires multiple instances of the same information, data have to be re-entered at various places within the processing life cycle. Clearly, repeat entering the same data greatly increases the possibilities of errors.

- **High Labor Cost**

Traditional flow of information requires data to be entered manually at each step in the processing cycle and all these operations are labor intensive.

- **Increased Uncertainty**

Because of the delays in mailing and processing stage, the time of receiving document will be unsure. It is not unusual that a merchant find out that the supplier never received the purchase order when the items are not delivered as expected. This kind of uncertainty often resulted in constant telephoning to confirm the receipt of document.

Can EDI Solve the Problems?

The use of Electronic Data Interchange can help to eliminate or significantly reduce the problems found in the traditional information interchange system. For instance, with the implementation of EDI in the previous example, the merchant can still review their material requirements and create purchase orders. However instead of printing a hardcopy of the order and mailing it, the purchase order will be transmitted directly to the supplier over an electronic network.

On the supplier's end, the transaction will be received and posted automatical-



ly. If there is an available stock, the supplier can even deliver the items on the same date they received the order. Furthermore, the supplier now can send its shipping document and notification electronically to the merchant, enabling the client to accurately receive documents prior to the actual arrival of the items. In addition, since the invoice can be sent directly to the merchant's accounts payable system through the EDI implementation, the supplier can receive its payment sooner than before.

Consequently, most of the problems and drawbacks, which are encountered in the traditional system can be solved. With the implementation of EDI, the productivity, efficiency and accuracy between business and trading partners can be greatly improved.

How does EDI Work?

Normally, a typical EDI transaction needs to go five steps. These steps together with the EDI standards make the exchange of data possible between two trading partners.

Step1: Preparation of electronic documents

The first step is the collection of information and data. The way to collect the required information should be the same as the way to do it in the traditional system. The difference is the system has to build an electronic file or database to store those data.

Step2: Outbound translation

This step is to translate the electronic file or database into a standard format according to the specification of the corresponding document. The resulting data file should contain a series of structured transactions related to the purchase order for example. If more than one company is involved in the particular transaction individual files should be produced for each of them.

Step3: Communication

Then the computer should connect and transmit those data file to the pre-arranged Value Added Network (VAN) automatically. The VAN then process each file and route to the appropriate electronic mailboxes according to the destination set in the file.

Step4: Inbound translation

The destination company should be able to retrieve the file from their electronic mailboxes in a constant period, and then reverse the process by translating the file from the standard format into the specific format required by the company's application software.

Step5: Processing the electronic documents



The internal application system of the destination company can process the received documents now. All the resulted documents corresponding to the received transaction should use the same processes or steps to transmit back to the transaction initiator. The whole cycle of the electronic data interchange can then be completed.

The Benefits of EDI

- EDI enables companies to send and receive large amounts of routine transaction information quickly around the globe.
- Computer-to-computer data transfer reduces the number of errors.
- Information can flow among several trading partners consistently and freely.
- Companies can access partners' databases to retrieve and store standard transactions.
- EDI fosters true (and strategic) partnership/relationship because it involves a commitment to a long-term investment and the refinement of the system over time.
- EDI creates a complete paperless TPS (transaction processing system) environment, saving money and increasing efficiency.
- Payment collection can be shortened by several weeks.
- Data may be entered off-line, in a batch mode, without tying up ports to the mainframe.
- When an EDI document is received, the data may be used immediately.
- Sales information is delivered to manufactures, shippers, and warehouses almost in real time.
- EDI can save companies a considerable amount of money.

As more and more companies get connected to the Internet, EDI is becoming increasingly important as an easy mechanism for companies to buy, sell, and trade information.

Words and Expressions

practically <i>adv.</i>	almost or very nearly 差不多
God's truth	天经地义的
witness <i>vt.</i>	目睹, 目击
reappraise <i>v.</i>	评价, 估价, 鉴定
innovation <i>n.</i>	(the use of) a new idea or method 变革
EFT	电子资金转账
routine <i>adj.</i>	a habitual or fixed way of doing things 常规的

