



新世纪专业英语系列教材
New Century Subject-oriented English

中国人民大学 编著
总主编
张勇先 康成翠

电子商务英语教程

English for Electronic Commerce

主编 唐启明
编者 龚向飞 王小丽



西安交通大学出版社
XI'AN JIAOTONG UNIVERSITY PRESS



新世纪专业英语系列教材

New Century Subject-oriented English

中国人民大学 编著

总主编 张勇先 康成翠

电子商务英语教程

主编 唐启明

编者 龚向飞 王小丽



西安交通大学出版社

XI'AN JIAOTONG UNIVERSITY PRESS

内容提要

从知识体系、内容上来说,本书主要从基本理论、流行商业模式和管理运营三个层面讨论了电子商务的理论和实务操作。本书参考了国外最新的资料,在很多概念和网站运营模式方面,选取了最新、最有代表性的成功或失败案例,指出了中国和其他国家在电子商务方面的渊源,并对本土化中电子商务公司待解决问题和突破的方向等提出了建议。

此外,本书注重基础知识的应用,除了必要的语言基本能力培养外,还强调让学习者根据基础知识和技巧进行实际操作,解决实际问题,而不是简单的知识传授。

图书在版编目(CIP)数据

电子商务英语教程 / 唐启明主编. — 西安:西安交通大学出版社, 2010. 5

(新世纪专业英语系列教材)

ISBN 978-7-5605-3295-0

I. ①电… II. ①唐… III. ①电子商务-英语-高等学校-教材 IV. ①H31

中国版本图书馆 CIP 数据核字(2009)第 219149 号

书 名 电子商务英语教程

总 主 编 张勇先 康成翠

主 编 唐启明

责任编辑 董云梅

出版发行 西安交通大学出版社
(西安市兴庆南路 10 号 邮政编码 710049)

网 址 <http://www.xjtpress.com>

电 话 (029)82668357 82667874(发行中心)
(029)82668315 82669096(总编办)

传 真 (029)82668280

印 刷 陕西新世纪印刷厂

开 本 727mm×960mm 1/16 印张 20.75 字数 416 千字

版次印次 2010 年 5 月第 1 版 2010 年 5 月第 1 次印刷

书 号 ISBN 978-7-5605-3295-0/H·983

定 价 39.80 元(附赠 MP3 光盘一张)

读者购书、书店订货、如发现印装质量问题,请与本社发行中心联系、调换。

订购热线:(029)82665248 (029)82665249

投稿热线:(029)82664953 (029)82664981

读者信箱:cf_english@126.com

版权所有 侵权必究

新世纪专业英语系列教材

编 委 会

总主编：张勇先 康成翠

编 委：张勇先 康成翠 韦 娜 许葵花

王晓彤 张初愚 赵雁丽 白 松

唐启明 王珠英 郭继荣 王小丽



“新世纪专业英语系列教材”自2003年出版以来在全国高校使用了6年,受到国内专家学者及广大教师和学生的好评,其中《工商管理英语教材》被列入教育部“普通高等教育‘十一五’国家级规划教材”。

为更好地推进专业英语教学,强化使用效果,编者遵循教育部《大学英语课程教学要求》(以下简称《课程要求》),结合实际使用中的反馈意见,经过近2年认真仔细地调整与策划,对第1版进行了修订与补充,并在原有基础上增补了6个品种,推出“新世纪专业英语系列教材”(第2版)(总计13种)。

一、编写与修订依据

为适应我国高等教育发展的新形势,满足新时期国家和社会对人才培养的需要,教育部高教司于2007年7月颁布了《课程要求》。

《课程要求》中规定的大学英语阶段的英语教学要求分3个层次,即一般要求、较高要求和更高要求,并规定:“各高等学校应根据本校实际情况确定教学目标,并创造条件,使那些英语起点水平较高、学有余力的学生能够达到较高要求或更高要求”。《课程要求》对听、说、读、写、译均有明确的规定:

听力要求:“能听懂涉及专业知识的学术报告、专题讲座等,并能理解其中阐述的事实或包含的较为抽象的概念。”

口语要求:“能在学术会议或专业交流中较为自如地表达自己的观点和看法,……”

阅读要求:“能较为顺利地阅读所学专业的英语文献和资料。”

写作要求:“能撰写专业文章摘要,能写简短的专业报告和论文。”

翻译要求:“能借助词典翻译所学专业的文献资料和英语国家报刊上有一定难度的科普、文化、评论等文章,……”

“新世纪专业英语系列教材”(第2版)在设计和编写上贯彻《课程要求》对大学英语的“更高要求”的教学目标及大学英语参考词汇等方面所做的界定和

描述,并在此基础上,结合英语教学理论与实际教学要求,进行了修改与增补。

二、修订与增补内容

1. 将原系列中的《国际贸易英语教程》、《工商管理英语教程》、《新闻英语教程》、《旅游英语教程》、《法律英语教程》5个品种的上、下册合为1册,将《财经英语教程》按照专业拆分为《金融英语教程》和《会计英语教程》。

2. 新增《电子商务英语教程》、《人力资源管理英语教程》、《物流管理英语教程》、《市场营销英语教程》、《管理英语教程》和《医学英语教程》,从而更加方便学生与教师的学习与使用。

三、编写原则与特点

本系列教材充分贯彻《课程要求》的基本精神,在内容编排方面,除精心编选课文外,还创新性地设置听、说、读、写、译练习,更加强化了学生英语综合能力的培养。其突出特点如下:

1. 课文选材新颖:课文中绝大部分文章是2000年以后发表的,具有很强的时代感。

2. 课文语言地道:课文绝大部分取材于国外著名专家的原版著作,语言地道,具有很高的权威性与可读性。

3. 内容覆盖全面:内容涉猎面广,具有很丰富的知识性。以工商管理为例,全书包括从工商管理十大原理,如企业经理的作用、策划、计划及组织等,到企业招聘面试,均有涉及。

4. 课文难度适中:课文深入浅出,避免晦涩艰深,对学生完成从基础到专业的过渡具有很大的帮助。

5. 练习类型多样:练习融听、说、读、写、译于一体,难易兼顾,符合我国新世纪的最新教学理念,对教师教学具有很强的可操作性。

6. 辅助功能齐备:教材的附录部分提供了练习答案、参考译文、总词汇表及听力原文,使学生学习及教师教学更加方便与灵活。每册教材均配有由外籍语言专家朗读的Mp3听力光盘1张。

四、编写队伍

本系列教材均由专业英语教师与大学英语教师共同编写,课文译文由英语过硬的专业教师负责审定。

总主编由曾在国内出版了大量颇受欢迎的教材、专著及词典等的中国人民大学外语学院张勇先教授与康成翠副教授担任。各分册主编与编者绝大部分为中国人民大学外语学院与商学院等骨干教师。其中《金融英语教程》与《会计英语教程》由韦娜(美国教育学博士)主编;《国际贸易英语教程》由许葵花(语言学博士)主编;《旅游英语教程》由王晓彤(语言学在读博士)主编;《工商管理英语教程》、《物流管理英语教程》和《市场营销英语教程》由张初愚(英国工商管理硕士)主编;《法律英语教程》由赵雁丽(语言学与法学双硕士)主编;《新闻英语教程》由白松(语言学硕士)主编;《电子商务英语教程》由唐启明(语言学硕士)主编;《人力资源管理英语教程》由王珠英(语言学硕士)主编;《管理英语教程》由郭继荣(语言学博士)主编;《医学英语教程》由王小丽(语言学硕士)主编。

此外,还特邀了北京外国语大学、中国社科院、西安交通大学、北京联合大学等单位的著名教授、专家与学者加盟。

本系列教材虽经编者尽心推敲、仔细查阅,纰漏与差错在所难免,恳请各界专家、学者及热心的读者不吝赐教。

编者

2010年3月

前言 Foreword

自上世纪90年代以来,电子商务成为新经济的一种最重要形式,并迅速改变着社会各个方面。

电子商务的流行使很多人投身其中,SOHO一族日益壮大,他们在淘宝等网站开店,从网上接翻译、编程、校对、宣传等工作做。很多刚刚创业的人都急于了解电子商务的基本理论和业务知识。

电子商务发展迅速,理论、技术与实务操作更新很快,因此相关的教材应该及时跟进,把握最新动态。目前很多电子商务英语类教材对于国外的最新理念并没有过多涉及,也鲜有介绍国外电子商务对本国电子商务的影响,如商业模式和盈利模式的借鉴、本土化和原创化等。本教程参考了国外最新的资料,在很多概念和网站运营模式方面,选取了最新、最有代表性的成功或失败案例,指出了中国和其他国家在电子商务方面的渊源,并对本土化中电子商务公司待解决问题和突破的方向等提出了建议。

本教程注重基础知识的应用,除了必要的语言基本能力培养外,强调让学习者根据基础知识和技巧进行实际操作,解决实际问题,而不是简单的知识传授。具体来说,本教程有如下几个特色:

第一、知识结构合理。力求突出核心概念,同时强调商务业务操作能力,使学习者充分认识电子商务的多学科交叉性,并对内容进行了科学选择。

第二、语言难度适中。选文节选、改编自国外最新电子商务教材、专业杂志和主流媒体的专题。兼顾知识的新颖和文字的难度,但在选编时又避免了语言的复杂性。学习者即使是自学,也会在提供的注释、词汇表和译文的帮助下轻松掌握语言知识。

第三、练习编排科学。形式上,文章中涉及的语言知识点设置了听、说、读、写、译五种语言技能练习。比如,听力部分纳入了复合式听写的形式,对在校学生来说,可以当作大学英语四、六级的备考练习。内容上,尽可能结合课本所涉及的概念、术语、案例、媒体报道等。比如,与课文相关的案例或报纸评论会选作翻译或听力素材。

第四、实践操作突出。教程所附练习除了提高学习者语言技能,更重要的是提高学习者的业务应用能力。比如,在讲到商务模式时,让学习者在设定的条件下选择电子商务创业的商业模式。在讲到虚拟社区时,要求查资料研究校内网及其他社交网站的盈利模式。这需要学习者搜集整理资料,根据教材基本原理加以解析、评述,完成知识的巩固和拓展。

由于时间仓促,编者水平有限,书中难免有不妥之处,恳请广大学习者和同仁们批评指正。

编者

2010年3月

目录 Contents

Unit 1 An Overview of E-commerce	1
Additional Reading: E-commerce Advantages and Disadvantages	14
Unit 2 E-commerce Platform	20
Additional Reading: Internet Services that Support E-commerce ...	33
Unit 3 Classifying E-commerce Business Models	38
Additional Reading: One World; Diverse Models	55
Unit 4 The B2B Business Model	61
Additional Reading: B2B Reverse Auction: Benefits and pitfalls for Small businesses	74
Unit 5 The B2C Business Model	79
Additional Reading: Building an Online Customer Experience Competency	94
Unit 6 The C2C Business Model	101
Additional Reading: EBay VS. Taobao	113
Unit 7 Virtual Communities	118
Additional Reading: Facebook and Its Chinese Followers	130
Unit 8 The Mobile Commerce	135
Additional Reading: Shopping With Cellphones	149
Unit 9 E-marketing Strategies	154
Additional Reading: Online advertising: Not ye olde banners ...	167

Unit 10 E-commerce Payment Systems	173
Additional Reading: A Further Exploration of the EPS	186
Unit 11 E-commerce Security Issues	192
Additional Reading: E-commerce Security System: Guidelines and Precautions	208
Unit 12 E-commerce Managerial Issues	214
Additional Reading: E-commerce Tax and International Issues	227
Appendix I Reference Translation of Texts	234
Appendix II Key to the Exercises	280
Appendix III Tapescripts	296
Appendix IV Glossary	312



An Overview of E-commerce

❁ I. Defining E-commerce

Electronic commerce, often referred to as e-commerce (EC), is a new model of conducting commercial activities. It typically involves people using the Internet to communicate and conduct business across the world, at any time, and almost instantaneously. This network can be accessed using devices such as computers, handheld (wireless) devices and mobile phones. Internet communication often involves text, pictures, video and sound and more often than not the combination of these formats, often termed as rich media¹ today.

The definition used in this course book will be straightforward and broad. It will mean: the conduct of commercial activities using electronic processes or instruments that are enabled by information and communications technologies (ICTs).

Some people use the term “electronic trading” to mean much the same thing. Others use “electronic procurement”, “electronic purchasing” or “electronic marketing”.

At its most basic level e-commerce is about the deployment of information and communications technologies to enable buyers and sellers to undertake transactions electronically, especially over the Internet. It usually involves goods and services being selected, ordered and paid for online, though it can also involve various services, electronic processes and transactions that occur within and between businesses.

At a more complex level it can be considered the enablement of all transaction processes by ICTs. This encompasses e-procurement, e-purchasing, e-fulfillment² and related activities. With this broad definition e-commerce is not entirely different from e-business. It is not just limited to the final sales transaction between the

business and an end customer, or final consumer, of goods and/or services. Figure 1.1 places e-commerce into its broader context, where transaction is the narrowest definition to the lighter outer rings.

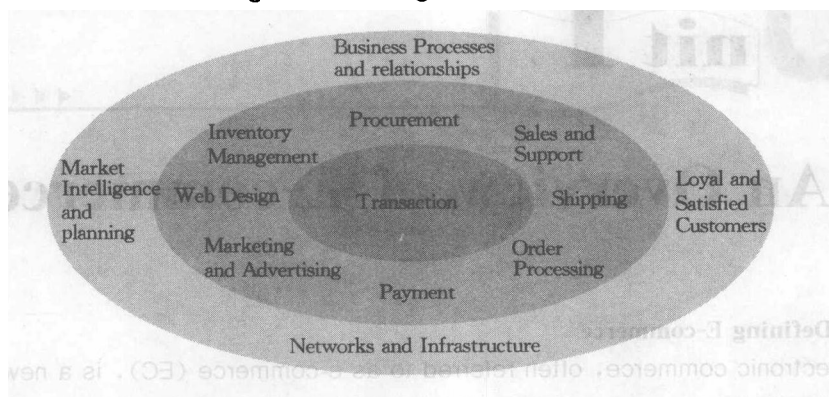


Figure 1.1 The Broad Domain of E-commerce

E-commerce can present many new options for organizing and conducting business. In an overall sense, it can be applied to:

- improve the performance of existing businesses and organizations;
- create new and different types of businesses, products and services; and,
- respond to the business and e-commerce strategies of competitors.

❁ II. A Brief History of E-commerce

E-commerce applications were first developed in the early 1970s with innovations such as electronic fund transfer (EFT³). However, the extent of the applications was limited to large corporations, financial institutions, and a few daring small businesses. Then came electronic data interchange, known as EDI⁴, which expanded from financial transactions to other types of transactions processing thus enlarging the pool of participating companies from financial institutions to manufacturers, retailers, and many other types of businesses.

As the Internet became more commercialized and users flocked to participate in the World Wide Web in the early 1990s, the term electronic commerce was coined and EC applications rapidly expanded. One reason for the rapid expansion of e-commerce was the development of new networks, protocols, software, and specifications. The other reason was the increase in competition and other business pressures.

Since 1995, Internet users have witnessed the development of many innovative

applications ranging from interactive advertisements to virtual reality experiences. Almost every medium and large-sized organization in the world now has a web site, and most large corporations have comprehensive portals. The business world has ever since entered an era of e-commerce.

Listed below are some major historical events of e-commerce development.

- 1887: US statistician Herman Hollerith (1860—1929) sets up the forerunner of IBM (International Business Machines), a company that will pioneer electronic forms of doing business in the decades that follow;
- 1960s: IBM pioneers online transaction processing (OLTP): a way of handling money transactions instantly using sophisticated computerized systems;
- 1970s: US company Docutel invents the ATM (automated teller machine), which works using online transactions made through bank computers. The popularity of ATMs leads to even more sophisticated forms of transaction processing;
- 1980s: CompuServe, Prodigy, and AOL (America Online) let people shop from home using their computers and telephone lines;
- 1989: Tim Berners-Lee (1955 —) invents the World Wide Web, laying the foundations for an explosive growth of e-commerce in the years that follow;
- 1994: Jeff Bezos (1964 —) founds Amazon.com, the iconic e-store;
- 1994: Marc Andreessen (1971 —) develops the Netscape Navigator web browser with a feature called SSL (Secure Sockets Layer): built-in encryption that allows secure credit card transactions online. There is a huge explosion in online shopping and business and the dot com phenomenon begins;
- 2000 — 2001: The dot com bubble bursts and over 750 online businesses go to the wall⁵. At one point, Amazon.com's share price plunges to less than 10 percent of its original value;
- 2008: E-commerce is more successful than ever, now representing 3.4 percent of total commercial sales. According to the US Census Bureau, total US e-commerce retail sales for the first quarter of 2008 were about \$ 32.4 billion.

❁ III. Electronic Commerce vs Traditional Commerce

E-commerce can be regarded as the synthesis of traditional business practices with information and communication technologies, and the core is network technologies and especially open networks such as the Internet. They share similar elements and meanwhile differ in many aspects.

By virtue of its similarities, the scope of operations for e-commerce is nearly as broad as for traditional commerce. E-commerce includes both traditional activities

(traditional marketing research) and new activities (e. g. conducting online retail in virtual malls, publishing digital information).

E-commerce differs from typical traditional commercial activity in that it is influenced by the unique characteristics of the medium itself, i. e. Internet. The corresponding differences are displayed in Table 1.1 below.

Table 1.1 E-commerce vs Traditional Commerce

Items	E-commerce	Traditional Commerce
Sales channel	Enterprise→Internet→Consumer	Producer→Wholesaler→Retailer→Consumer
Sales hour	24×7 ⁶	Restricted sales hour
Sales region	Almost entire world	Restricted areas
Sales place	Market space (Network)	Market space (store)
Sales method	Sale based on information	Sale based on display
Customer info acquisition	Any time through Internet Digital Data without re-entry	Market survey and salesman Require information re-entry
Marketing activity	Bi-directional communication	One way marketing to consumer
Customer support	Real time ⁷ support Real time customer need acquisition	Delayed support for customer Time different for catching customer needs
Capital	small	large

❁ IV. The Interdisciplinary Nature of E-commerce

As e-commerce is a new field, it is now still developing its theoretical and scientific foundations. Just from a brief overview of the infrastructure (see Unit 2) and different e-commerce models (see Unit 3), it is clear that e-commerce is based on several different disciplines. The major disciplines and some issues with which they are concerned are listed below:

- **Computer sciences.** Many of the issues regarding the infrastructure, such as computer languages, multimedia, and networks, fall into the discipline of computer science;
- **Economics.** As a part of the economy, EC is influenced by economic forces and meanwhile has a major impact on both global and national economies. Economists are currently examining the application of microeconomics to EC planning and the economic impact of EC on corporations;

- **Marketing.** Many off-line marketing issues are relevant to online EC, for example, cost benefits of advertisements and advertisement strategies. Other issues are unique to EC, such as online marketing strategies and interactive kiosks⁸;
- **Finance.** The financial markets and banks are one of the major participants in EC as payments are part of most online transactions. Issues such as paying for small transactions, smart cards, and fraud in online stock transactions are a sampling of the many finance-related topics;
- **Consumer behavior and psychology.** Consumer behavior is the key to the success of EC trades, especially those models directly involving individual consumers, e. g. B2C and C2C, so is the behavior of the sellers. The relationship between culture and consumer attitudes in electronic markets is an example of a research issue in this field;
- **Management information systems.** The information systems department is usually responsible for the development of EC. This discipline covers issues ranging from systems analysis to system integration, as well as EC planning and implementation, security and payment systems;
- **Accounting and auditing.** The back-office⁹ operations of electronic transactions are similar to off-line transactions in some respects, but different in others. Auditing electronic transactions presents a challenge for the accounting profession; as does the development of methods for cost-benefit justification;
- **Management.** Electronic commerce efforts need to be managed properly, and because of the interdisciplinary nature of EC, its management may require new theories and approaches;
- **Business law and ethics.** Legal and ethical issues are extremely important in EC, especially in the global marketplace. A large number of legislative bills are pending. Many of the ethical issues regarding EC are interrelated with legal ones, such as those involving privacy rights and intellectual property;
- **Others.** Several other disciplines are involved in various aspects of EC to a lesser extent—for instance, linguistics (translation in international trades), robotics and sensory systems, operations research/management science, statistics, and public policy and administration. Also, EC is of interest to the engineering, health care, communications, and entertainment fields.

❁ V. How E-commerce System Works

There have been numerous descriptions of how a sophisticated, fully

English for Electronic Commerce

computerized e-commerce system might work. Figure 1.2 gives a brief illustration. Not all e-commerce systems work in exactly this way:

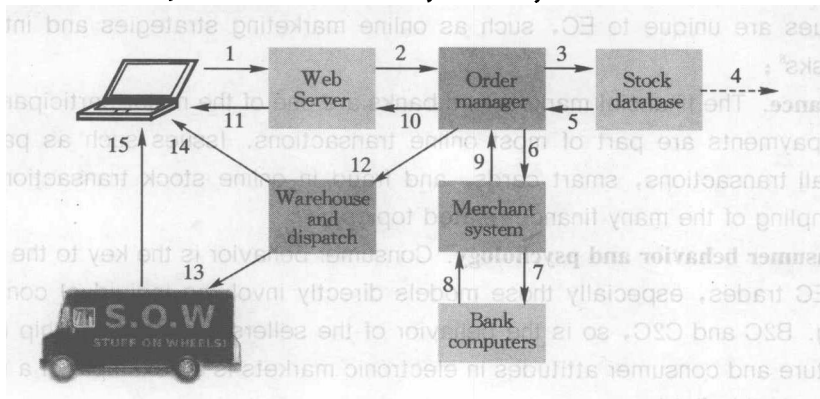


Figure 1.2 How E-commerce System Works

- Sitting at the computer, a customer tries to order a book online. The Web browser communicates back-and-forth over the Internet with a Web server that manages the store's website;
- The Web server sends the order to the order manager. This is a central computer that sees orders through every stage of processing from submission to dispatch;
- The order manager queries a database to find out whether what the customer wants is actually in stock;
- If the item is not in stock, the stock database system can order new supplies from the wholesalers or manufacturers. This might involve communicating with order systems at the manufacturer's headquarter to find out estimated supply times while the customer is still sitting at the computer (in other words, in "real time");
- The stock database confirms whether the item is in stock or suggests an estimated delivery date when supplies will be received from the manufacturer;
- Assuming the item is in stock, the order manager continues to process it. Next it communicates with a merchant system to take payment using the customer's credit or debit card¹⁰ number;
- The merchant system might make extra checks with the customer's own bank computer;
- The bank computer confirms whether the customer has enough funds;
- The merchant system authorizes the transaction to go ahead, though funds will not be completely transferred until several days later;

- The order manager confirms that the transaction has been successfully processed and notifies the Web server;
- The Web server shows the customer a Web page confirming that the order has been processed and the transaction is complete;
- The order manager sends a request to the warehouse to dispatch the goods to the customer;
- A truck from a dispatch firm collects the goods from the warehouse and delivers them;
- Once the goods have been dispatched, the warehouse computer e-mails the customer to confirm that the goods are on their way;
- The goods are delivered to the customer;

All of these things are invisible—"virtual"—to the customer except the computer he or she sits at and the dispatch truck that arrives at his or her door.

❁ VI. Summary

Electronic commerce has become an almost inevitable trend in the business operations. However, for businesses that plan to go online, they have to meet technological, managerial and various other challenges. The integration of multiple disciplines with EC also requires businesses to take into a lot of variables into consideration in their practice.



Words & Expressions

process /'prəuses/ *n.*

a method of making or producing goods
(制造产品的)方法,流程

instrument /'instrəmənt/ *n.*

something or someone that is used to
get a particular result 手段;工具;促成
某事的东西或人

procurement /prə'kjuəmənt/ *n.*

obtaining something, especially
something that is difficult to get 采购;
获得,取得

deployment /di'plɔimənt/ *n.*

the act of using something for a
particular purpose 部署,调度

encompass /in'kʌmpəs/ *vt.*

to include a wide range of subjects,
etc. 包含,包括

option /'ɒpʃən/ *n.*

choice 选择,选择权