电子商务英语

DIANZI SHANGWU YINGYU

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内 容 简 介

本书根据电子商务专业的实际需要，结合贸易、计算机及信息技术等专业英语的相关内容编写而成。本书内容主要涉及网络购物、网店运营、网络沟通、网页制作、网络营销、网络支付、贸易术语、国际贸易等方面，全书贯彻"实时、实用、实际"的编写思路，重点突出"够用、能用、可用"的要求，力求将最常用的电子商务英语专业词汇及用法集中呈现给学生。

本书可作为高职高专电子商务专业的英语教材，也可作为从事电子商务行业人员的培训教材。

前　　言

电子商务作为全球最重要的贸易模式之一，近些年来在我国发展迅猛，涌现出了阿里巴巴、淘宝、易趣、卓越、当当等一大批知名的电子商务企业。在这种行业背景下，我国高职高专院校电子商务专业普遍受到了学生的欢迎。但由于电子商务起源于国外，而且涉及计算机、英语、贸易、信息技术等领域，具有较强的综合性，所以学生在学习过程中不可避免地需要借助英语来开展学习。但目前一般的电子商务英语教材要么难度偏高(适合本科层次学生使用)，要么难度偏低(适合中职层次学生使用)，很难与高职高专层次学生的专业基础和英语水平相匹配。因此，编者结合自身多年在教学实践中积累的经验，联合温州地区几所高职院校的讲授电子商务英语的教师，编写了这本针对高职高专层次学生的《电子商务英语》。

本书基于"实时、实用、实际"的思路，按照学生"够用、能用、可用"的要求来进行编写。由于高职高专的培养目标是将学生培养成从事一线电子商务操作的高技能人才，所以编者采用"虚拟人物"的方法，以一名高职院校电子商务专业学生"Lisa Lee"从网络购物者到网店经营者的身份转变为线索，将从事电子商务工作涉及的专业英语串联起来。此外，本书还参考国外相关教材的写法，从第一人称的角度将"最常见、最实用、最可用"的电子商务英语以叙事主题的形式逐一呈现，有助于提高学生的英语应用能力和从事相关工作的操作技能。

本书编者均是具有多年电子商务英语教学经验的一线教师，专业背景涉及电子商务、贸易经济、计算机科学、市场营销等，部分教师还具有海外留学经历，因此非常了解高职学生实际需求和现有专业教材的不足，能够及时把握最新的专业发展趋势及其在英语上的应用，也为本书的编写提供了多角度和国际化的视野。

本书教学建议总课时为36课时，每单元课时为3课时，另外还有3个机动课时和3个复习课时，采用本书作为教材的学校可根据实际教学情况进行适当调整。

本书由陈晓鸣(温州科技职业学院)、叶海鹏(温州科技职业学院)担任主编，由魏振锋(浙江东方职业技术学院)、吴适(浙江工贸职业技术学院)担任副主编；朱景华(温州职业技术学院)、闫艳红(浙江东方职业技术学院)、朱飒飒(温州科技职业学院)参加了编写；本书由陈晓鸣统稿，配套课件由朱飒飒制作。本书具体编写分工是：Unit One，叶海鹏；Unit Two，叶海鹏、朱飒飒；Unit Three，陈晓鸣、朱飒飒；Unit Four，魏振锋；Unit Five，朱景华；Unit Six，吴适；Unit Seven，闫艳红；Unit Eight，魏振锋；Unit Nine，陈晓鸣；Unit Ten，吴适。

本书的顺利出版，得到了编写人员所在学校相关系部领导及其他教师的大力支持，在此对他们表示衷心的感谢！

由于编者水平有限，编写时间仓促，所以书中错误和不足之处在所难免，恳请广大读者批评指正！

编　者
2010 年 4 月

目　　录

Unit One Wonderful Internet

Blog

What Can I Do on the Internet?

Hi! My name is **Lisa Lee** and I am 19 years old. I am a sophomore majoring in **E-commerce**, studying in a nice **vocational college** in Wenzhou, Zhejiang **Province, PRC**.	李丽莎 电子商务 职业学院；['prɔvins] *n*. 省；中华人民共和国
Today is Saturday, and it's raining **heavily**. **Originally**, I can go out to have a walk around the city **because** it's my holiday. If possible, I want to buy a book of **Harry Potter**. But I hate to go out while it's raining because it's very **inconvenient** for me to ride a bicycle or take a bus. Of course, to take a taxi is better, but it's too expensive for me to **afford**.	['hevili] *adv*. 很重地；[ə'ridʒənəli] *adv*. 原本 [bi'kɔz] *conj*. 因为，由于 《哈利波特》 [ˌinkən'viːnjənt] *adj*. 不方便的 [ə'fɔːd] *vt*. 负担得起，买得起
My parents are working very hard, they almost don't have any holidays. They are **businessmen** and they must **manage** their shop every day including weekends. They even think holidays are their **peak season** for business. So, they don't have time to be with me during weekends. Because of the heavy rain, a nice holiday is going to be a boring day! 😊	['biznismen] *n*. 商人 ['mænidʒ] *vt.&vi*. 经营，管理 高峰期，旺季
I begin to think how to spend my holiday after 5 days' study. To review my lessons? No, at least not this morning! It's raining even more heavily outside, what can I do without going out? Oh, yes! Why not **surf** on the Internet?	[səːf] *vi*. 冲浪
So I press the **power button**, open my computer. After several seconds' waiting, I input my **user name** and **password**. Then, I see a flag which is the **logo** of **Microsoft** and the English	电源按钮 ['juːzə neim] *n*. 用户名；['paːswəd] *n*. 密码，口令 ['ləgəu] *n*. 图标，标识；['maikrəsoft] *n*. 微软

words **"Windows XP"**. OK! I see **"Internet Explorer"** on the **desktop**! I can go to the Internet now! I **click** the icon of IE, then a **window popup**. I input some **website** address as my teacher taught me, then I can really **browse** some websites. I almost can find everything on Net——news, music, pictures and **etc.**.

The Internet is like a world for me! It's quite different from the world we are living. It's a **brand new** world for me! 😜

For me, the Internet is a **global museum**, a huge mine of knowledge. When I need to look for some data, I will input www. google.com or www. baidu.com in my Internet Explorer, then fill in the keywords. Even without waiting, I can see many searching results concerning the keywords. Maybe there're a lot of **resources** in some **FTP server** for me to **download**.

The Internet is also a **marvelous** palace of **entertainments** for me. I can play some simple flash game myself, also play chess or cards games with unknown people from everywhere, even play a huge game with tens of thousands of people all over the world at the same time. At my hometown, www.gametea.com is a **popular** chess and cards games **service provider**. Almost at any time, many people are playing games on it.

Also, I can express my opinions in the Internet. Many **BBS** are already open, whether it's all-round or professional, I am always absorbed by some of them. For example, I often visit the BBS of our school, I can talk about anything I want only if it's **legal**. Also I can exchange viewpoints and discuss with many net friends concerning a focused **topic**.

For many young people including me, the Internet is the

Vocabulary (margin notes):

n. 最流行的一种计算机操作系统；互联网浏览器

['desktop] *n.* 桌面；[klik] *vt.&vi.* 点击

['windəu] *n.* 窗口；['pɔpʌp] *vi.* 弹出；['websait] *n.* 网站

[brauz] *vi.* 浏览

等等

崭新的

['gləubəl] *adj.* 全球的；[mju(:)'ziəm] *n.* 博物馆

[ri'zɔ:siz] *n.* 资源；文件传输服务器

['daunləud] *vt.* 下载

['mɑ:viləs] *adj.* 神奇的；[,entə'teinmənt] *n.* 娱乐

['pɔpjulə] *adj.* 流行的

服务供应商

abbr. 电子布告栏系统，论坛

['li:gəl] *adj.* 合法的

['tɔpik] *n.* 主题

best place to make friends. Several decades ago, people began to use E-mails to communicate, E-mails can reach any corners in the world in several seconds. In recent years, with the popularity of **broadband network**, instant chatting tools are becoming more and more common, **ICQ**、QQ、**MSN messenger** all become one popular word in our daily life. Take myself as an example, I use QQ to chat with my family and friends quite often. With the development of the IT technology, people can do more and more things on Net, the world has been, is being and will be changed by the Internet in the past, at present and in the future!

宽带网络

abbr. 世界最流行的即时通迅工具软件，是
I seek you 的缩写；微软公司提供的网络即时
通迅工具软件

Notes

(1) 李丽莎，"陈、周、张、郭、刘、李"等中文姓氏港台地区时常根据粤语音译为"Chan、Chow、Cheung、Kwok、Lau、Lee"，如刘德华英文名为 Andy Lau。

(2) E-commerce 是 Electronic Commerce，即"电子商务"的缩写，类似的还有 E-mail 是 Electronic Mail，即"电子邮件"的缩写，有人戏称为"伊妹儿"。

(3) PRC 的全称是 People's Republic of China，即中华人民共和国。

(4) inconvenient 不方便的，不便利的；反义词 convenient 方便的，便利的。"in"是反义前缀，表示与原词相反的意思。

(5) manage 经营、管理，其名词形式是 management，另一名词形式是 manager 经理(表示职务)。

(6) Microsoft micro(微小的)与 soft(软)组成的复合词，中文译为微软，是全球最大的软件(中国港台地区称为"软体")企业，是 Windows 系统的开发商。

(7) FTP server 文件传输服务器，供用户上传和下载文件。

(8) service provider 服务供应商，ISP(Internet Service Provider)表示互联网服务供应商。

(9) BBS 电子布告栏系统(Bulletin Board System)，电子公告板，论坛。

(10) ICQ 世界最流行的即时通迅工具软件，是 I seek you 的缩写。

Tips for Translation

(1) 当翻译英语中的一些特定词汇时，对于在汉语中已经广泛接受的词汇可以直接用原文表示，比如"IE"、"Word"、"Excel"等。

(2) 对于一些合成词，则可以直接合成其源词的含义，如"businessman"就可以直接翻译成"商人"。

(3) 对于以"er"或"or"等字母组合结尾的词汇十有八九是表示做前面那个单词所表示动作的人、机构或设备，如"server"就表示服务器。

(4) 对于以"in"或"im"等字母组合开头的词汇大都是后面那个单词所表示含义的反义词，如"inconvenient"就是"convenient"的反义词。

(5) 将英语语句直接翻译成汉语语句后，要根据中文的习惯调整语序，使其符合中文的表达习惯。如"Also I can exchange viewpoints and discuss with many net friends concerning a focus topic"直接翻译成"也我可以交换看法并讨论和许多网友关于共同关心的话题"，这显然不符合中文的表达习惯。因此，将它整理为"我也可以与许多网友就共同关心的话题交换、讨论各自的看法"。

Exercises 1:

Speaking: Make a self-introduction with your own words to your classmates in English (50-80 words).

Writing: Write down your first Net experience with your own words in English (50-80words).

Intensive Reading

What a Wonderful Net!

[ə'ridʒineit] vt.&vi. 起源于；美国国防部高级研究计划署网络
['prəutəkɔl] n. 协议；网络的一组通信协议

['mɑ:kiŋ] vt. 标志着

['dʌbl] vt.&vi. 双倍，翻倍

[di'veləp] vt.&vi. 开发，发展

['gləubəl] adj. 全世界的

[iks'tri:mli] adv. 非常地；[ə'bʌndənt] adj. 丰富的；[ri'zɔ:siz] n. 资源
[,infə'meiʃən] n. 信息；[main] n. 宝库

[i'mædʒin] vt. 想象

abbr. 中国中央电视台

[kən'sʌlt] vt.&vi. 查阅；['fɔ:kɑ:st] n.& vt. 预测，预报

The Internet **originated** from **ARPANET** net in USA, 1960s. On January 1, 1983, the core networking **protocol** of ARPANET was changed to TCP/IP, **marking** the start of the Internet as we know it today. From then on, the size of the Internet has **doubled** and doubled by each year. In the beginning, it's only about 200 computers connected to the Internet, and by now it's about tens of millions of computers connected with it, and it has **developed** from USA to the world, and become a really huge **global** network.

The Internet has **extremely abundant resources** of **information**, it's a huge information **mine** for human beings, and it's bigger than you can **imagine**. People can make resources sharing, inter-communication and long-distance teaching and so on in the Internet. For example, you can read the books of the libraries at home; you can go to the **CCTV** website to **consult** the program **forecast** even watch some

programs on line; you can **send** mails, photos, music to your friends far away; shop in the Net, learn in the net school, and etc..

[send] *vt. &vi.* 送，寄，发送

In China, the number of the users of the Internet has developed to tens of millions, **CHINANET** and **CERNET** have become the main networks. 😎

abbr. 中国原邮电部建设的公用主干网；*abbr.* 中国教育和科研网

Notes

(1) ARPANET　Advanced Research Projects Agency Network(美国国防部)高级研究计划署网络。

(2) TCP/IP　用于网络的一组通信协议，包括 IP(Internet Protocol)和 TCP(Transmission Control Protocol)等协议。

(3) CCTV　China Central Television，即中国中央电视台。

(4) CHINANET　中国原邮电部建设的公用主干网，现属于中国电信运营。

(5) CERNET　China Education and Research Network，即中国教育和科研网。

Exercise 2:

List at least 5 famous Websites addresses in English.

Extensive Reading

Shop and Brand

A shop is a place where we can shop, and we call the act "shopping". I like shopping very much, because in the shops I can seek a lot of **commodities** from many different regions in the world. I like Nike shoes **designed** in USA, SONY Walkman made in Japan, and LINING baseball cap **manufactured** in China. Among all the brands, I like adidas most, because I **appreciate** the **spirit** of it —"all days I dream about sports!" You see? Adidas is from the first letter of each word in this sentence. How about your **favorite** brand?

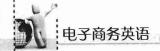A Brand is very important for an **enterprise** in our **society**

[kə'mɔditi] *n.* 商品

[di'zain] *vt.* 设计

[ˌmænju'fæktʃəd] *vt.* 制造

[ə'priːʃieit] *vt.* 欣赏；['spirit] *n.* 精神

['feivərit] *adj.* 喜爱的

['entəpraiz] *n.* 企业；[sə'saiəti] *n.* 社会

不同于，与……有区别

nowadays. When we go to a market to buy something, we see many different kinds of products of a certain commodity. How can we **differ** them one **from** another? A brand is the easiest way to make it. SONY, Panasonic, TOSHIBA, HITACHI are all brands from Japan, and they all produce TV sets. But many people will consider SONY is the best among them, just because of their **impression** from its brand.

[im'preʃən] n. 印象

市场价值

Also, brands make huge **commercial value**. One pair of shoes will be sold at a higher price marked with "Nike" than "LINING". Sometimes, the reason for the price difference is the brand only.

[ˌəuˌiː'em] abbr. 初始设备制造厂家(original equipment manufacturer 的缩写)
[ˈʃɛəriŋ] vt. 分享

[ˈpɔːʃən] n. 部分；[ˈprɔfit] n. 利润

In China, there are still many **OEMs**. They are making products marked with foreign brands and **sharing** a small **portion** of the total **profits**. Hope one day in the future, we Chinese can have many top brands in the world!

Exercise 3:

List some commodities from famous brands you know.

For example: I know mobile phones from Nokia.

NOKIA
CONNECTING PEOPLE

Related Links

The History of Nokia
(Sources: http://www.about-nokia.com/history/)

[ˌendʒi'niə] n. 工程师
[is'tæbliʃt] v. 建立

[inˌdʌstriəlai'zeiʃən] n. 工业化；增长的消费

[sək'sesful] adj. 成功的

交出；[reinz] n. 缰绳，统驭

Nokia's history starts in 1865, when **engineer** Fredrik Idestam **established** a wood-pulp mill in southern Finland and started manufacturing paper. Due to the European **indsustrialization** and the **growing consumption** of paper and cardboard Nokia soon became **successful**. In 1895 Fredrik Idestam **handed over** the **reins** of the company to his son-in-law Gustaf Fogelholm.

Nokia's products were **exported** first to Russia and then to the UK and France. The Nokia factory **attracted** a large workforce and a small **community** grew up around it. A community called Nokia still exists on the riverbank of Emäkoski in southern Finland.

['ekspɔ:t,eks'pɔ:t] *vt.* 输出，出口

[ə'trækt] *v.* 吸引

[kə'mju:niti] *n.* 社区

The Nokia Community attracts other Companies

The **hydroelectricity** (from the river Emäkoski) which the **wood-pulp mill** used also attracted the Finnish Rubber Works to establish a factory in Nokia. In the 1920s, the Rubber Works started to use Nokia as their brand name. In addition to **footwear** (galoshes) and **tyre**, the company later went on to manufacture rubber bands, industrial parts and raincoats.

['haidrəui,lek'trisəti] *n.* 水力电气

n. 木质纸浆；[mil] *n.* 制造厂

['futweə] *n.* 鞋袜

['taiə] *n.* 轮胎

Expanding into Electronics

[ilek'trɔniks] *n.* 电子器件

After World War II the Finnish Rubber Works bought the **majority** of the Finnish Cable Works **shares**. The Finnish Cable Works was a company that had grown quickly due to the increasing need for power **transmission** and telegraph and telephone networks. Gradually the **ownership** of the Rubber Works and the Cable Works companies **consolidated**. In 1967 the companies were **merged** to form the Nokia Group.

[mə'dʒɔ:riti] *n.* 多数；[ʃeə] *n.* 股份

[trænsz'miʃən] *n.* 传输

['əunəʃip] *n.* 所有权

[kən'sɔlideitid] *n.* 统一

[mə:dʒ] *v.* 合并

The Finnish Cable Works had manufactured cables for telegraph and telephone networks and in the 1960 they established the Cable Works' Electronics department. At this time the seeds of Nokia's global success in **telecommunications** were planted. In 1967, when the Nokia Group was **formed**, Electronics **generated** three percent of the Group's

[,telikə,mju:ni'keiʃənz] *n.* 电信

[fɔ:m] *vi.&vt.* 形成；['dʒenəreit,'dʒenə,ret] *vt.* 产生

net sales and **provided** work for 460 people.

The Journey into Telecommunications

Nokia's Cable Work's Electronics department started to conduct research into **semiconductor** technology in the 1960's. This was the beginning of Nokia's journey into telecommunications.

In the early 1970s, the majority of telephone exchanges were **electro-mechanical analog switches**. Nokia began developing the **digital** switch (Nokia DX 200) which became a success. Nokia DX 200, which was **equipped** with high-level computer language and Intel **microprocessors** gradually **evolved into** the **multifaceted platform** that is still the basis for Nokia's network **infrastructure** today.

At the same time, new **legislation** allowed the Finnish telecommunications **authorities** to set up a mobile **network** for car phones that was connected to the public network.

The result was **Nordic Mobile Telephony**(NMT). Opening in 1981, NMT was the world's first **multinational cellular network**. During the following **decade**, NMT was introduced in many other countries and **launched** the rapid expansion of the mobile phone industry.

At the end of the 1980s a common **standard** for digital mobile telephony was developed. This standard is known as **GSM** (Global System for Mobile Communications). In 1991 Nokia made agreements to supply GSM networks to nine European countries and by August 1997 Nokia had supplied GSM systems to 59 **operators** in 31 countries.

New Products

During the 1980s, Nokia's operations rapidly expanded to new business **sectors** and products. The strategy was to expand

rapidly on all fronts. In 1988, Nokia was a large television manufacturer and the largest information technology company in the Nordic Countries.

Focusing on Telecommunications

During the deep recession in Finland at the beginning of the 1990s, the telecommunications and mobile phones **divisions** were the supporting **pillars** of the Nokia. Despite the depth of the recession, Nokia came to its feet quickly as the company started **streamlining** its businesses. In May 1992 Nokia made the **strategic** decision to **divest** its **non-core** operations and focus on telecommunications. The company's 2100 **series** phone was an incredible success. In 1994, the **goal** was to sell 500,000 units. Nokia sold 20 million.

It has been **rumored** that a group of businessmen tried to offer Nokia to the Swedish telecom company Ericsson during the **recession** (1990's)!

Today, Nokia is a world leader in digital technologies, including mobile phones, telecommunications networks, **wireless data solutions** and **multimedia terminals.**

['fəukəsiŋ] *n.* 聚焦，专注

[di'viʒən] *n.* 部门；['piləs] *n.* 支柱

['striːmlain] *v.* 使……合理化

[strə'tiːdʒik] *adj.* 战略的；[dai'vest,di'vest] *v.* 剥除；非核心

['siəriːz] *n.* 系列；[gəul] *n.* 目标

['ruːmə] *vt.* 谣传

[ri'seʃən] *n.* (经济)不景气

['waiəlis] *adj.* 无线的；['deitə] *n.* 数据[sə'luːʃən] *n.* 解决方案；['mʌlti'miːdjə] *n.* 多媒体；['təːminl] *n.* 终端

Exercise 4:

Choose the best option and fill in the bracket with the mark No..

1. The biggest network in the world is(   ).

    A. Intranet   B. Internet   C. WWW   D. Chinanet

2. The following file type is not a Web page file(   ).

    A. html   B. htm   C. shtml   D. zip

3. The most important input device that we used to surf www is(   ).

    A. keyboard   B. mouse   C. scanner   D. printer

4. The protocal of ADSL is(   ).

    A. PPPOE   B. PPP   C. TCP   D. IP

5. The protocal system of Internet is(   ).

   A. IPX   B. TCP/IP   C. SPX   D. TCP/UDP

6. The most frequent file type of www picture is(   ).

   A. bmp   B. tif   C. jpg   D. pdf

7. Which of the following softwares is NOT a web browser(   ).

   A. IE   B. Firefox   C. Opera   D. Flashget

8. The most famous C2C website in China is(   ).

   A. taobao.com   B. ebay.com
   C. youa.baidu.com   D. paipai.com

9. The most valuable IT company in the world is(   ).

   A. Macromedia   B. VIA   C. Microsoft   D. Nokia

10. The biggest computer company in China is(   ).

    A. levono   B. UF   C. Redflag   D.TCL

单元一　神奇网络

参考译文及答案

博客

<div align="center">我能在互联网上做什么？</div>

大家好！我叫李丽莎，今年 19 岁，是中华人民共和国浙江省温州市一所不错的职业学院的大二学生，我的专业是电子商务。

今天是星期六，外面下起了大雨。因为今天没上课，原本我可以出去在城市里逛一圈。如果可能，我还想买本《哈利·波特》的书。但是我讨厌雨天外出，因为我骑车不方便，坐公交车也不方便。当然打的会好些，可是那太贵了，我可没钱哦。

我的父母亲工作很辛苦，他们几乎从来没有节假日。他们都是商人，每天忙着经营他们的商店，连周末也不例外。他们甚至认为周末是他们生意的高峰期。因此，他们周末没有时间和我在一起。由于下大雨，一个愉快的假日眼看着就要变成无聊的一天了！

我开始想怎么在 5 天学习后度过我的假日。复习功课？不，至少不是今天早上！外面的雨下得更大了，我不出去又能干嘛呢？哦，对了！为什么不上网冲浪呢？

于是我按下了电源按钮，打开我的电脑。几秒钟的等待过后，我输入了我的用户名和密码。然后，我看见一面有微软图标的旗帜和表示"Windows XP"的英语单词。好！我看见桌面上有"IE"！我现在可以上网了！我单击了 IE 的图标，一个窗口弹出。我输入了一些老师教给我们的网址，然后我就可以真正浏览网页了。我几乎可以在网络上找到一切——新闻、音乐、图片等。

互联网对我而言就像是一个世界！一个与我们生活的世界相当不同的世界。这对我来讲是一个崭新的世界！

对我而言，互联网是一个全球博物馆，一个知识的宝藏。当我需要查找资料时，我就在我的 IE 里输入 www.google.com 或 www.baidu.com，然后再输入关键词。甚至不需要等待，我就可以看到许多关于这些关键词的搜索结果。可能在 FTP 服务器上还有大量的资源可供我下载。

互联网对我也是一个娱乐的奇妙宫殿。我可以玩一些简单的在线小游戏，也可以和一些网络上不认识的人玩一些棋牌游戏，甚至可以同时和全世界各地的上万人来玩一个大型的游戏。在我的家乡，游戏茶苑是一个很受欢迎的棋牌游戏服务供应商。几乎在任何时间，都有许多人在上面玩游戏。

同时，我可以在互联网上表达我自己的观点。许多众论或专业的 BBS 均已开放，我经常会被其中的某些东西吸引。比如，我经常访问我们学校的 BBS，我可以谈论任何合法的话题。我也可以与许多网友就共同关心的话题交换、讨论各自的看法。

对许多包括我在内的年轻人来讲，互联网是交朋友的好地方。几十年以前，人们开始使用电子邮件互相沟通，电子邮件可以在数秒内到达世界的任何角落。近些年来，随着宽带网