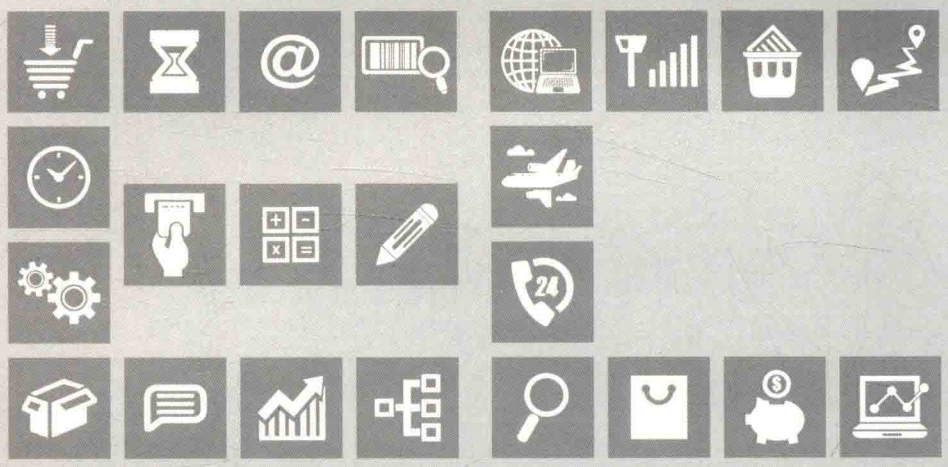
中国信息经济学会电子商务专业委员会推荐教材

21世纪高等院校电子商务系列规划教材



An English Course of E-commerce

电子商务专业英语（附全套音频）

◆ 张强华 司爱侠 主编

◆ 马萍 陆巧儿 陈红美 副主编

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内 容 提 要

本书选材广泛，覆盖了电子商务的类型、电子商务解决方案、B2B、B2C、在线销售、建立虚拟商店、购物车软件、数字营销、PPS 和 PPC、SEM 和 SEO、CPA、CPI、CPM、电子支付、网络银行、在网站使用支付系统、电子商务安全技术、数字证书、计算机网络、无线网络、互联网、物流和第三方物流以及利用社交媒体营销等内容。

本书编者有近 20 年的行业英语教学与图书编写经验，教材内容设置与课堂教学的各个环节紧密切合，支持备课、教学、复习及考试等教学环节。另外，本书配有 PPT、参考答案、音频文件等资料。

本书既可作为高等院校本专科电子商务相关专业的专业英语教材，也可供从业人员自学，还可作为培训班的培训用书。

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前　言

电子商务以低廉的交易成本，突破时间与空间的限制，引领了经济的发展。电子商务的极速发展，需要从业人员掌握许多新技术、新方法，因此对他们的专业英语水平要求较高。而跨境电子商务的激增，更凸显了专业英语的重要性。具备相关职业技能并精通外语的人员往往能赢得竞争优势，成为职场中不可或缺的人才。

本书的特点与优势如下。

（1）选材全面，同时兼顾发展热点。本书主要包括电子商务理论与营销、硬件和网络技术以及物流技术与应用等方方面面的基础知识，同时也介绍了 SEO、SEM 等发展热点。内容实用，覆盖面广。

（2）体例创新，适合教学。本书内容设计与课堂教学的各个环节紧密切合，支持备课、教学、复习及考试等教学环节。每一单元包含以下部分：课文——选材广泛、风格多样、切合实际的两篇专业文章；单词——给出课文中出现的新词，读者由此可以积累电子商务专业的基本词汇；词组——给出课文中的常用词组；缩略语——给出课文中出现的、业内人士必须掌握的缩略语；习题——既有针对课文的练习，也有一些开放性的练习；阅读材料——进一步扩大读者的视野；参考译文——让读者对照理解和提高翻译能力。

（3）教学资源丰富，教学支持完善。本书有配套的 PPT、参考答案、音频文件等资料。另外，书中的习题量适当，题型丰富，难易搭配，便于教师组织教学。二维码中的词汇表既可用于复习和背诵，也可作为小词典长期查阅。

在使用本书过程中，有任何问题，读者都可以通过电子邮件与我们交流，我们一定会给予及时答复。邮件标题请注明姓名及“索取电子商务专业英语参考资料”字样，我们的 E-mail 地址如下：zqh3882355@sina.com；zqh3882355@163.com。教师也可到人民邮电出版社教育社区网站（www.ryjiaoyu.com）免费下载课件。

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Unit 1

Text A
Types of Electronic Business

Electronic Business, commonly referred to as "eBusiness" or "e-business", may be defined as the utilization of information and communication technologies (ICT) in support of all the activities of business. Commerce constitutes the exchange of products and services between businesses, groups and individuals and hence can be seen as one of the essential activities of any business. Hence, electronic commerce or e-commerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses.

Louis Gerstner, the former CEO of IBM, in his book, *Who Says Elephants Can't Dance?* attributes the term "e-business" to IBM's marketing and Internet teams in 1996.

Electronic business methods enable companies to link their internal and external data processing systems more efficiently and flexibly, to work more closely with suppliers and partners, and to better satisfy the needs and expectations of their customers.

In practice, e-business is more than just e-commerce. While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy. E-commerce seeks to add revenue streams using the World Wide Web or the Internet to build and enhance relationships with clients and partners. Often, e-commerce involves the application of knowledge management systems.

E-business involves business processes spanning the entire value chain: electronic purchasing and supply chain management, processing orders electronically, handling customer service, and cooperating with business partners. Special technical standards for e-business facilitate the exchange of data between companies. E-business software solutions allow the integration of intra and inter firm business processes. E-business can be conducted using the Web, the Internet, intranets, extranets, or some combination of these.

1. Business-to-Business

Business-to-Business (B2B) is a term commonly used to describe commerce transactions between businesses like the one between a manufacturer and a wholesaler or a wholesaler and a retailer, i.e., both

the buyer and the seller are business entity. This is unlike Business-to-Consumer (B2C) which involves a business entity and end consumer, or Business-to-Government (B2G) which involves a business entity and government.

The volume of B2B transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical supply chain there will be many B2B transactions involving subcomponent or raw materials, and only one B2C transaction, specifically sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windshields, and rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single (B2C) transaction.

2. Business-to-Consumer

Business-to-Consumer (B2C) describes activities of businesses serving end consumers with products and/or services.

An example of a B2C transaction would be a person buying a pair of shoes from a retailer. The transactions that lead to the shoes being available for purchase, which is the purchase of the leather, laces, rubber, etc. as well as the sale of the shoes from the shoemaker to the retailer, will be considered (B2B) transactions.

3. Business-to-Employee

Business-to-Employee (B2E) electronic commerce uses an intrabusiness network which allows companies to provide products and/or services to their employees. Typically, companies use B2E networks to automate employee-related corporate processes.

Examples of B2E applications include:

- Online insurance policy management
- Corporate announcement dissemination
- Online supply requests
- Special employee offers
- Employee benefits reporting
- Special discounts to employees

4. Business-to-Government

Business-to-Government (B2G) is a derivative of B2B marketing and often referred to as a market definition of "public sector marketing". It encompasses marketing products and services to government agencies through integrated marketing communications techniques such as strategic public relations, branding, advertising, and Web-based communications.

5. Government-to-Business

Government-to-Business (G2B) is the online non-commercial interaction between local and central government and the commercial business sector, rather than private individuals. For example,

http://www.dti.gov.uk is a government website where businesses can get information and advice on e-business "best practice".

6. Government-to-Government

Government-to-Government (G2G) is the online non-commercial interaction between government organizations, departments, and authorities and other government organizations, departments, and authorities. Its use is common in the UK, along with G2C, the online non-commercial interaction of local and central government and private individuals, and G2B, the online non-commercial interaction of local and central government and the commercial business sector.

G2G systems generally come in one of two types:

- Internal facing—joining up a single governments departments, agencies, organizations and authorities—examples include the integration aspect of the Government Gateway, and the UK NHS Connecting for Health Data SPINE.
- External facing—joining up multiple governments is systems—an example would include the integration aspect of the Schengen Information System (SIS), developed to meet the requirements of the Schengen Agreement.

7. Consumer-to-Consumer

Consumer-to-Consumer (C2C) involves the electronically-facilitated transactions between consumers through some third party. A common example is the online auction, in which a consumer posts an item for sale and other consumers bid to purchase it; the third party generally charges a flat fee or commission. The sites are only intermediaries, just there to match consumers. They do not have to check quality of the products being offered.

7.1 Examples of C2C

- eBay
- Craigslist
- Amazon.com

This type of e-commerce is expected to increase in the future because it cuts out the costs of using another company. However it has the following problems:

- No quality control
- No payment guarantee
- Hard to pay for using cheques, ATM cards, etc. but in the future this is likely to change

7.2 Universities

C2C are becoming more popular among students in universities because these are large communities in the same geographical region that are low on money. So they are looking for deals very often and these kinds of websites offer this. Universities themselves set up places for students to sell textbooks and other stuff to other students; you can even advertise that you are subletting your apartment.

New Words

define	[di'fain]	*vt.* 定义，详细说明
utilization	[ˌju:təlai'zeiʃən]	*n.* 使用，利用
constitute	['kɔnstitju:t]	*vt.* 构成，组成；制定，设立；等同于
exchange	[iks'tʃeindʒ]	*n.* 交换；交易；交易所 *vt.* 兑换；交换；互换；调换 *vi.* 交换；替换；进行易货贸易
enable	[i'neibl]	*vt.* 使能够，使成为可能，使实现
relationship	[ri'leiʃnʃip]	*n.* 关系
external	[ik'stɜ:nl]	*adj.* 外部的
former	['fɔ:mə]	*adj.* 以前的；前任的
internal	[in'tə:nl]	*adj.* 内部的
efficiently	[i'fiʃəntli]	*adv.* 有效地
flexibly	['fleksəbli]	*adv.* 灵活地
partner	['pɑ:tnə]	*n.* 伙伴
supplier	[sə'plaiə]	*n.* 供应者，厂商，供给者
satisfy	['sætisfai]	*v.* 满意，确保
seek	[si:k]	*vt.* 寻找，探索，寻求
span	[spæn]	*vt.* 跨越
order	['ɔ:də]	*n.* 订单
facilitate	[fə'siliteit]	*vt.* 推动，促进
integration	[ˌinti'greiʃən]	*n.* 整合
conduct	['kɔndʌkt]	*vt.* 实施；引导；管理
intranet	[intrə'net]	*n.* 内联网
extranet	[ˌekstrə'net]	*n.* 外联网
combination	[ˌkɔmbi'neiʃən]	*n.* 组合，结合
transaction	[træn'zækʃən]	*n.* 交易，事务
manufacturer	[ˌmænju'fæktʃərə]	*n.* 制造商，厂商
wholesaler	['həulseilə]	*n.* 批发商
retailer	[ri:'teilə]	*n.* 零售商人
subcomponent	[sʌbkəm'pəunənt]	*n.* 零部件，小部件
tire	['taiə]	*n.* 轮胎
windshield	['windʃi:ld]	*n.* 挡风玻璃
consumer	[kən'sju:mə]	*n.* 消费者
leather	['leðə]	*n.* 皮革
lace	[leis]	*n.* 鞋带
shoemaker	['ʃu:meikə]	*n.* 皮鞋匠
intrabusiness	[ˌintrə'biznis]	*n.* 企业内部

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announcement	[ə'naunsmənt]	*n.* 公告
dissemination	[di,semi'neiʃən]	*n.* 散播，宣传
discount	['diskaunt]	*n.* 折扣
derivative	[di'rivətiv]	*adj.* 引出的 *n.* 派生的事物
encompass	[in'kʌmpəs]	*vt.* 包含，包括；完成
agency	['eidʒənsi]	*n.* 代理处，行销处；代理，中介
bid	[bid]	*vt.* 出价，投标
commission	[kə'miʃən]	*n.* 佣金
intermediary	[,intə'mi:diəri]	*n.* 媒介
match	[mætʃ]	*vt.* 匹配
cheque	[tʃek]	*n.* 支票
stuff	[stʌf]	*n.* 材料；资料；东西
sublet	[,sʌb'let]	*vt.* 转租

Phrases

be referred to as	被称为
electronic business	电子商务
in support of	支持
focus on	注重，关注
attribute…to	把……归因于
data processing system	数据处理系统
with an emphasis on	强调
knowledge management system	知识管理系统
value chain	价值链
supply chain management	供应链管理
cooperate with…	与……合作
technical standard	技术标准
business entity	企业单位，营业单位
end consumer	终端客户
raw material	原材料
finished product	成品，产品
automobile manufacturer	汽车制造厂
rubber hose	橡胶管
insurance policy	保险单
special offer	特殊报价，特价优待
public sector	公共部门；公共成分
government agency	政府机构

public relation	公共关系
commercial business sector	商务部门
join up	联合起来
Schengen Agreement	申根协议
third party	第三方
online auction	在线拍卖，网络拍卖
flat fee	固定费率
cut out	取掉，切掉

Abbreviations

ICT (Information and Communication Technologies)	信息和通信技术
CEO (Chief Executive Officer)	首席执行官
B2B (Business-to-Business)	企业对企业的电子商务
B2C (Business-to-Consumer)	企业对消费者个人的电子商务
B2G (Business-to-Government)	企业对政府的电子商务
B2E (Business-to-Employee)	企业对员工的电子商务
G2B (Government-to-Business)	政府对企业的电子商务
G2G (Government-to-Government)	政府对政府的电子商务
G2C (Government-to-Consumer)	政府对消费者的电子商务
NHS (National Health Service)	英国国民健康保险制度
SIS (Schengen Information System)	申根信息系统
C2C (Consumer-to-Consumer)	消费者对消费者的电子商务

Notes

[1] While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy.

本句中，While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities 是一个让步状语从句。在该从句中，that occur 是一个定语从句，修饰和限定 functions。

[2] This is unlike business-to-consumer (B2C) which involves a business entity and end consumer, or business-to-government (B2G) which involves a business entity and government.

本句中，which involves a business entity and end consumer 是一个定语从句，修饰和限定 business-to-consumer (B2C)。which involves a business entity and government 也是一个定语从句，修饰和限定 business-to-government (B2G)。

[3] The transactions that lead to the shoes being available for purchase, which is the purchase of the leather, laces, rubber, etc. as well as the sale of the shoes from the shoemaker to the retailer, will be

considered (B2B) transactions.

本句中，The transactions 是主语，will be considered (B2B) transactions 是谓语。that lead to the shoes being available for purchase 是一个定语从句，修饰和限定 The transactions。which is the purchase of the leather, laces, rubber, etc. as well as the sale of the shoe from the shoemaker to the retailer 是一个非限定性定语从句，对 The transactions that leads to the shoes being available for purchase 进行补充说明。

[4] A common example is the online auction, in which a consumer posts an item for sale and other consumers bid to purchase it.

本句中，in which a consumer posts an item for sale and other consumers bid to purchase it 是一个非限定性定语从句，对 the online auction 进行补充说明。

Exercises

【Ex. 1】Answer the following questions according to the passage.

(1) What is electronic business is commonly referred to? What may it be defined?

(2) What is the difference between e-business and e-commerce?

(3) What does e-commerce often involve?

(4) What does e-business involve?

(5) What is Business-to-Business (B2B)?

(6) What is B2C? And what does C2C involve ?

(7) What do companies use B2E networks to do typically?

(8) What does Business-to-Government encompass?

(9) What is Government-to-Business?

(10) What is Government-to-Government (G2G)?

【Ex. 2】Translate the following words and phrases into Chinese.

(1)	order	(1)
(2)	flexibly	(2)
(3)	retailer	(3)
(4)	transaction	(4)
(5)	supplier	(5)
(6)	discount	(6)
(7)	manufacturer	(7)
(8)	cooperate with...	(8)
(9)	electronic business	(9)
(10)	raw material	(10)

【Ex. 3】Translate the following words and phrases into English.

(1) 特殊报价，特价优待 (1) _____

(2) 消费者 (2) _____

(3) 佣金 (3) _____

(4) 终端客户 (4) _____

(5) 支票 (5) _____

(6) 企业单位，营业单位 (6) _____

(7) 价值链 (7) _____

(8) 定义，详细说明 (8) _____

(9) 使用，利用 (9) _____

【Ex. 4】Translate the following sentences into Chinese.

(1) Many institutions exchange information by hand because of incompatible computer systems.

(2) We prolong the cooperation relationship with this supplier voluntarily.

(3) British Rail are going to place an order for a hundred and eighty-eight trains.

(4) The aim is to promote closer economic integration.

(5) The user at home can access his company's intranet by dial-up authentication.

(6) This allows it to update applications over the intranet or extranet.

(7) The new device can also cancel the check after the transaction is complete.

(8) The shopkeeper has gone to the wholesaler to buy new products.

(9) Take the goods back to your retailer who will refund you the purchase price.

(10) The salesmen work on commission only.

Text B

Commerce

1. Commerce

Before we get into a complete discussion of e-commerce, it is helpful to have a good mental image of plain old commerce first. If you understand commerce, then e-commerce is an easy extension.

Merriam-Webster's Collegiate Dictionary gives a few definitions of commerce:

- Social intercourse: interchange of ideas, opinions, or sentiments.
- The exchange or buying and selling of commodities on a large scale involving transportation from place to place.

We tend to be interested in the second definition.

So commerce is, quite simply, the exchange of goods and services, usually for money. We see commerce all around us in millions of different forms. When you buy something at a grocery store you are participating in commerce. In the same way, if you cart half of your possessions onto your front lawn

for a yard sale, you are participating in commerce from a different angle. If you go to work each day for a company that produces a product, that is yet another link in the chain of commerce. When you think about commerce in these different ways, you instinctively recognize several different roles:

- Buyers—these are people with money who want to purchase a good or service.
- Sellers—these are the people who offer goods and services to buyers. Sellers are generally recognized in two different forms: retailers who sell directly to consumers and wholesalers or distributors who sell to retailers and other businesses.
- Producers—these are the people who create the products and services that sellers offer to buyers. A producer is always, by necessity, a seller as well. The producer sells the products produced to wholesalers, retailers or directly to the consumers.

You can see that at this high level, commerce is a fairly simple concept. Whether it is something as simple as a person making and selling popcorn on a street corner or as complex as a contractor delivering a space shuttle to NASA, all of commerce at its simplest level relies on buyers, sellers and producers.

2. The Elements of Commerce

When you get down to the actual elements of commerce and commercial transactions, things get slightly more complicated because you have to deal with the details. However, these details boil down to a finite number of steps. The following list highlights all of the elements of a typical commerce activity. In this case, the activity is the sale of some product by a retailer to a customer:

- If you would like to sell something to a customer, at the very core of the matter is the something itself. You must have a product or service to offer. The product can be anything from ball bearings to back rubs. You may get your products directly from a producer, or you might go through a distributor to get them, or you may produce the products yourself.
- You must also have a place from which to sell your products. Place can sometimes be very ephemeral—for example, a phone number might be the place. If you are a customer in need of a massage, if you call "Judy's Massages, Inc." on the telephone to order a massage, and if Judy shows up at your office to give you a massage, then the phone number is the place where you purchased this service. For most physical products we tend to think of the place as a store or shop of some sort. But if you think about it a bit more you realize that the place for any traditional mail order company is the combination of an ad or a catalog and a phone number or a mailbox.
- You need to figure out a way to get people to come to your place. This process is known as marketing. If no one knows that your place exists, you will never sell anything. Locating your place in a busy shopping center is one way to get traffic. Sending out a mail order catalog is another. There is also advertising, word of mouth and even the guy in a chicken suit who stands by the road waving at passing cars.
- You need a way to accept orders. At Wal-Mart this is handled by the check out line. In a mail order company the orders come in by mail or phone and are processed by employees of the company.
- You also need a way to accept money. If you are at Wal-Mart you know that you can use cash, check or credit cards to pay for products. Business-to-business transactions often use purchase orders.

Many businesses do not require you to pay for the product or service at the time of delivery, and some products and services are delivered continuously (water, power, phone and pagers are like this). That gets into the whole area of billing and collections.

- You need a way to deliver the product or service, often known as fulfillment. At a store like Wal-mart fulfillment is automatic. The customer picks up the item of desire, pays for it and walks out of the door. In mail-order businesses the item is packaged and mailed. Large items must be loaded onto trucks or trains and shipped.
- Sometimes customers do not like what they buy, so you need a way to accept returns. You may or may not charge certain fees for returns, and you may or may not require the customer to get authorization before returning anything.
- Sometimes a product breaks, so you need a way to honor warranty claims. For retailers this part of the transaction is often be handled by the producer.
- Many products today are so complicated that they require customer service and technical support departments to help customers use them. Computers are a good example of this sort of product. On-going products like cell phone service may also require on-going customer service because customers want to change the service they receive over time. Traditional items (for example, a head of lettuce) generally require less support than modern electronic items.

You find all of these elements in any traditional mail order company. Whether the company is selling books, consumer products, information in the form of reports and papers, or services, all of these elements come into play.

In an e-commerce sales channel you find all of these elements as well, but they change slightly. You must have the following elements to conduct e-commerce:

- A product.
- A place to sell the product—in e-commerce, a website displays the products in some way and acts as the place.
- A way to get people to come to your website.
- A way to accept orders—normally an on-line form of some sort.
- A way to accept money—normally a merchant account handling credit card payments. This piece requires a secure ordering page and a connection to a bank. Or you may use more traditional billing techniques either online or through the mail.
- A fulfillment facility to ship products to customers (often outsource-able). In the case of software and information, however, fulfillment can occur over the Web through a file download mechanism.
- A way to accept returns.
- A way to handle warranty claims if necessary.
- A way to provide customer service (often through E-mail, on-line forms, on-line knowledge bases and FAQs, etc.).

In addition, there is often a strong desire to integrate other business functions or practices into the e-commerce offering. An extremely simple example—you might want to be able to show the customer the exact status of an order.

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