



21 世纪高等院校创新精品规划教材

电子商务英语

主 编 杲昌杰 石 焱
副主编 张文馨 澹台林琳 陈义家



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内 容 提 要

本书力求从任务出发，目的明确，提供案例教学，为高职高专学生进行电子商务英语学习而编写。在内容编排上由浅入深，文章难度适中，专业性和可读性较强。全书共8个单元，内容涉及因特网简介、电子商务简介、电子商务模式、在线销售、网络营销、网络广告、在线支付、物流管理。每个单元设有单元目标、导入、听、说、读、写等。

本书适用于高职高专院校、中等职业学校电子商务财经类专业，成人高校及本科院校举办的二级职业技术学院和民办高校的经贸、电子商务、物流管理等专业，对于电子商务人员、物流人员、管理人员也有很高的实用价值。

本书所配教学电子教案、素材及相关教学资源，均可以从中国水利水电出版社网站上下载，网址为：www.waterpub.com.cn，也可以与编者（mdfshiyang@sohu.com）联系获取所需要的资源。

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前 言

为了培养在 21 世纪电子商务环境下能从事国际贸易的专业技能型人才,我们在坚持“以应用为目的、实用为主、够用为度”大方向的前提下,从应用型技能人才需求出发,结合电子商务专业知识和技术具有较强的实践性特点,与复合性、可操作性相结合,综合技能应用与理论相结合。确定本书的编写原则是:以提高商务英语的综合应用为目的,结合实际场景,强化训练,突出适应性、实用性和针对性,注重“讲、学、练”的统一协调;教学内容模块化的组织方法,以知识单元为依据构建模块,使每章均具有相对的独立性,学员可以根据需要从中选取教学内容,为高职高专电子商务专业的学生编写了本书。

本书力求从任务出发,目的明确,提供案例教学,为高职高专学生进行电子商务英语学习而编写。在内容编排上由浅入深,文章难度适中,既具有较强的专业性又具有很好的可读性。

本书适合于高职高专经贸类学生使用,特别适合作为电子商务类、商务英语专业的教材。全书共分 8 个单元,基本涵盖了电子商务领域所涉及的内容,例如,因特网简介、电子商务简介、电子商务模式、网络营销、网络广告、网络购物、在线支付、物流管理等。本书的主要特点如下:

1. 单元目标。给出单元学习目标是为了让学生在学习本单元之初以及学习完本单元内容后,都能一目了然看到本单元的具体学习内容及重点和难点。
2. 学习导入。每个单元都以图表加问题的形式启发性地将学生引入某一特定话题,以激发学生的思维兴趣和对新知识、新内容的学习、探求欲望。
3. 听说为先。围绕电子商务某一话题,从说、听、读三个维度,传授语言知识和专业知识的同时,重视交际技能的培养。
4. 应用写作。此部分主要针对在电子商务活动中可能涉及的各种实用应用文,分四个步骤(Read the Sample; Discuss and Answer; Try to Learn; Do It Yourself)循序渐进地讲授应用文写作。
5. 商务礼仪。随着经济全球化的逐步深入,对外交往机会也越来越多,了解、掌握一些国际贸易场合的基本礼仪显得尤为重要,因为礼仪是个人素质的良好体现,它有助于人们建立良好的人际沟通,维护个人和企业形象。

本书编写人员多为从教多年的一线英语教师和电子商务专业教师,由国家林业局管理干部学院杲昌杰、石焱老师担任主编,并组织编写及统稿,张文馨、澹台林琳和陈义家担任副主编。各章主要编写人员分工如下:Unit 1 和 Unit 2 由北京培黎职业学院张文馨老师编写,Unit 3 和 Unit 4 由国家林业局管理干部学院澹台林琳老师编写,Unit 5 由北京印刷学院陈义家老师编写,Unit 6 由北京经济管理职业学院许冬老师编写,Unit 7 由国家林业局管理干部学院刘哲辉编写,Unit 8 由国家林业局管理干部学院丁娜和孙晓力编写。另外,邬金荣和 Gary Phillip Cowton 夫妇在繁忙的教学之余担任了本书英文部分的审校工作;陈义家牺牲了寒假休息时间对本书阅读部分的译文做了校对和修改;国家林业局管理干部学院的黄智君老师参与校对了前四单元的内容;燕晓晓担任了本书的排版工作。此外,杲昌杰和石焱老师全程均参与了本书的

审核、校对工作。参编及审校人员均为电子商务专业英语教师及相关工作岗位的一线工作人员，有丰富的英语和电子商务专业教学、实践经验，对学生的就业前景及岗位要求有深入了解，本书建议课时为 54 学时。对为本书付出辛勤努力的所有人员，我们在此表示衷心的感谢。

国家林业局管理干部学院的黄智君老师参与校对了前四单元的内容；附录的电子商务常用英文词汇由北京中医药大学李宏老师提供；本书录音工作由许冬和澹台琳琳老师承担；燕晓晓担任了本书的排版工作。参加本书编写的还有：章表、陈微、高晗、李宏等。在编写本书的过程中，笔者参考了大量相关资料，得到中国水利水电出版社/北京万水电子信息有限公司杨庆川主编和国家林业局管理干部学院梁宝君副院长的大力支持和指导，吸取了许多同仁的经验，在此谨表谢意。

由于时间仓促，作者水平有限，难免有不当之处、错误之处，希望读者指正。笔者的 E-mail 为 mdxfshiyang@sohu.com。

编 者

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目 录

前言

Unit 1 The Internet 互联网

Unit Goals	1
Lead-in	1
Section 1 Talking	2
Section 2 Listening	4
Section 3 Reading	5
Section 4 Writing	11
Section 5 Business Etiquette	12

Unit 2 The E-commerce 电子商务

Unit Goals	14
Lead-in	14
Section 1 Talking	15
Section 2 Listening	17
Section 3 Reading	18
Section 4 Writing	23
Section 5 Business Etiquette	25

Unit 3 E-business Models 电子商务模式

Unit Goals	27
Lead-in	27
Section 1 Talking	28
Section 2 Listening	30
Section 3 Reading	31
Section 4 Writing	37
Section 5 Business Etiquette	38

Unit 4 E-marketing 网络营销

Unit Goals	40
Lead-in	40
Section 1 Talking	41
Section 2 Listening	43

Section 3 Reading	45
Section 4 Writing	50
Section 5 Business Etiquette	52

Unit 5 Online Advertising 在线广告

Unit Goals	54
Lead-in	54
Section 1 Talking	55
Section 2 Listening	57
Section 3 Reading	59
Section 4 Writing	64
Section 5 Business Etiquette	65

Unit 6 Online Shopping 网络购物

Unit Goals	67
Lead-in	67
Section 1 Talking	68
Section 2 Listening	71
Section 3 Reading	72
Section 4 Writing	77
Section 5 Business Etiquette	79

Unit 7 Online Payment 在线支付

Unit Goals	81
Lead-in	81
Section 1 Talking	82
Section 2 Listening	84
Section 3 Reading	85
Section 4 Writing	91
Section 5 Business Etiquette	92

Unit 8 E-logistics 电子物流

Unit Goals	94
------------	----

Lead-in	94
Section 1 Talking	95
Section 2 Listening	97
Section 3 Reading	99
Section 4 Writing	104
Section 5 Business Etiquette	105

附录一 听力原文、译文及答案

Glossary

附录二 电子商务常用英文词汇

Unit 1 The Internet

互联网

Unit Goals

After you have learnt this unit, you should be able to do

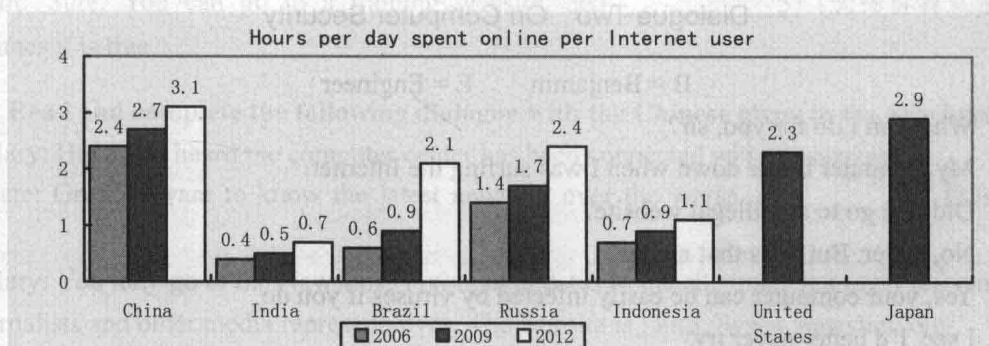
1. Talk about the Internet
2. Discuss computer security
3. Write an e-mail

After you have learnt this unit, you should learn about

1. Finding a bargain online
2. Online piracy
3. Spy software
4. Greeting and introduction

Lead-in

Look at the following graph and discuss the questions with your partner.



1. How long did the Internet users in USA spend online per day in 2009?
2. Did the Internet users in Russia spend more time online in 2009 than in 2006?
3. How long will the Internet users in China spend online in 2015?
4. How many hours do you spend online every day? What do you usually do online?

Section 1 Talking

Part A Let's Talk

Dialogue One Getting Online

F = Father D = Daughter

- F: Dear, you have been at home for a couple of days. What's wrong? Are you out of work?
- D: No, I am not. Our company has set a new rule recently. We can work at home.
- F: That's convenient.
- D: Right. I use the computer to do my design work at home. After I finish my design I send it back to the company through the Internet.
- F: What will you do if you meet with any problem in your design?
- D: I can communicate with my colleagues by e-mail or via video link.
- F: Oh, how useful the Internet is!
- D: Sure! Apart from that, I can make new friends from around the world.
- F: That's amazing. What else can you do?
- D: I can look for lots of information, download movies and music, play computer games and much more.
- F: That sounds really wonderful. Oh, it's nearly 12 o'clock. I have to prepare lunch for us.
- D: Take a rest, dad. Let me order a meal online. What would you like to have, Chinese food or Western food?
- F: Chinese food, of course!

Dialogue Two On Computer Security

B = Benjamin E = Engineer

- E: What can I do for you, sir?
- B: My computer broke down when I was surfing the Internet.
- E: Did you go to any illegal website?
- B: No, never. But does that matter?
- E: Yes, your computer can be easily infected by viruses if you do.
- B: I see. I'd better never try.
- E: That's wise.
- B: Do you know what's wrong with my computer?
- E: Just a minute, please.

(After a while...) Oh, yes, it has been infected by a virus, and you haven't got any anti-virus software in your computer, right?

- B: Is anti-virus software necessary for a computer?

E: Of course. You'd better learn something about it.

B: Yes. But what about the data I've stored in the computer?

E: Don't worry, it should have been protected automatically. And I've got an anti-virus software here. Do you want me to install it now?

B: Yes, please.

Notes:

1. infect 传染; 使感染

One of the boys in the class had a fever and he soon infected other children.

班上的一个孩子发烧了, 不久他就传染给了其他孩子。

2. You'd better... 你应该, 你最好……

You had better cross out the last name. 你最好把最后一个名字划掉。

Part B Let's Practice

1. Read the following dialogue and fill in the missing words according to the Chinese.

Tom: Jim, whenever I see you, you are in the middle of _____ 1) (上网). Do you really like it?

Jim: Yes, of course. I can't live without the Internet.

Tom: What are you doing with it?

Jim: Thousands of things! I can send emails, download files, view video clips, _____ 2) (听音乐和玩游戏) with unknown friends, and most important, I can chat with my friends online.

Tom: That's cool.

Jim: In addition, I can also _____ 3) (在网上购物) without going out to physical stores.

Tom: That's really amazing. Can I _____ 4) (学习课程) through the Internet?

Jim: Sure. You can go to a training website, and _____ 5) (选择你喜欢的课程). Sometimes it is free.

2. Read and complete the following dialogue with the Chinese given in the brackets.

Mary: Have you heard the computer center has been connected with the Internet?

Kate: Great! I want to know the latest news all over the world. _____ 1) (我应该怎么做?)

Mary: You may go to the Newslink. Frequent updates to the site make it a great reference point for journalists and other media representatives. The website is : <http://www.newslink.org/>.

Kate: Just a minute, please. _____ 2) (我写下地址。)

Mary: OK. When you get to the page, you can choose from the major categories (for example, newspaper, broadcast or magazine), then select a country or a region you wish to search.

Kate: Great! _____ 3) (我们去给朋友发几封电子邮件吧。)

Mary: But I don't have any e-mail account.

Kate: Don't worry about that. _____ 4) (你可以注册一个免费电子邮件账号。)

Mary: How can I get a free account?

Kate: It is very simple. Just go to the home pages of the free e-mail account providers and register an account according to the directions.

Mary: OK. _____ 5) (我马上去注册。)

Section 2 Listening

Listen and Judge

1. Listen to a short passage and decide whether the following statements are True or False.

- 1) You can make friends through the Internet. ()
- 2) Many young people can talk with different people from different cultures. ()
- 3) To protect yourself, you should never talk to any stranger online. ()
- 4) You shouldn't tell your home address to strangers online. ()
- 5) If someone says something you feel uncomfortable with, you must tell him or her. ()

Listen and Answer

2. Listen to the passage again and answer the following questions.

- 1) What do young people think of the Internet?
- 2) What can young people learn by talking with people on the Internet?
- 3) What's important for young people to know when talking with strangers online?
- 4) What should you do to protect yourself online?
- 5) What should you do if you feel uncomfortable with the topics of conversation?

Listen and Complete

3. Listen to another short passage and fill in the missing words according to what you hear.

Spy Software

Your hard drive may be home to spy software programs that monitor your _____ 1) and send off your personal data. Gator, a digital wallet, can remember _____ 2). Once you install it in your computer, Gator sends your browsing habits to advertisers to know _____ 3) you like and what type of ad. should pop up on your screen.

It seems that about _____ 4) computers has Gator, another one out of ten might have another program that's similar. Computers _____ 5) perhaps a quarter, or even a half, has one or another of these programs installed. It knows every website you've been to, in what order, on what says. Gator knows your _____ 6) and of course, also your name and address, _____ 7) and email. So if you're asked whether you'd like to install something, and you're not quite sure, the _____ 8) is always no.

Spy software isn't new, but it's _____ 9). It is reported that more than _____ 10)

people have spy software sitting on their systems.

Listen and Answer

4. Listen to the passage again and answer the following questions.

- 1) Where is spy software usually hidden? What harm does it usually do to the Internet users?
- 2) What is Gator?
- 3) What percentage of the computers has got Gator installed in?
- 4) What should you do to protect your personal information?
- 5) According to the report, how many people have got spy software installed in their computers?

Section 3 Reading

Passage One

Pre-reading Task

Before reading the passage, answer the following questions.

1. Where do you go when you want to buy fruit and vegetables? And when do you want to buy electronic goods such as computers, digital cameras?
2. Do you think websites can help you decide what to buy?

Site Comparison

Compare before you buy—how to find a bargain online

The competition between e-commerce providers almost runs through the field of the Internet in 2012. Icon, e-commerce provider owned by Tencent, has announced to enter Chongqing and Chengdu with an investment of 1 billion yuan, planning to catch up with Jingdong Mall. The Wal-Mart Stores Inc became the controlling shareholder of Shanghai Yi Agel Ecommerce Ltd. in 2012, the sum of business transaction of TMall exceeded 1 trillion yuan, accounting for 5.4 percent of China's total retail sales of consumer goods in 2011. About 800 million items are on sale via stores on Alibaba's two online platforms, luring more than 60 million visitors a day. As many as 48,000 items are sold every minute on Taobao.com alone.

Online shopping is becoming more and more popular. And there are thousands of shopping websites selling just about everything. But where can you find the best deals?

If you're really looking for a bargain, you need to visit a price comparison website. One such site is www.ciao.co.uk, which is owned by Microsoft. The site compares prices on over 2,000 online websites. Other helpful places include www.shopping.com and www.moneysavingexpert.com.

If you're looking something more specific, there are lots of other helpful websites. For example, if you want to buy some fresh fruit and vegetables, you'll find some helpful information at www.farmersmarkets.net. And if you're looking for top quality goods, you can go to

www.supermarketownbrandguide.co.uk for all sorts of things, including sugar-free cereal, gluten-free cakes or delicious cheese. If you're a wine lover, you should use www.wine-searcher.com, which is a New Zealand website that provides advice on where to buy the best value wine around the world. It lists over 600 shops in the UK alone!

When it comes to electronic goods, Amazon is the market leader. But there are alternatives. If you want video games, go to www.play-asia.com, a site that sells Japanese games before they're available in Europe, and at lower prices too. If you're looking for cheap gadgets, have a look at www.dabs.com.

If you're shopping for something new, you'll probably have some old things you no longer want. So, what can you do with them? Well, rather than throw them away, you can go to www.freecycle.org. This organization operates in 85 countries and helps people give away stuff for free. You can also find lots of second-hand goods for nothing!

Of course, an online shop might not always be the best place to go to. Remember, if you're buying online, you need to add delivery changes to the online prices. This will reduce your savings.

So, sometimes it might be worth buying the product from a "real" shop. Once you find a cheap product online, see if your local shop can offer you the same deal. They might just drop their prices for you!

It's never been easier to find something to spend your money on. And if you want to spend your money wisely, there are lots of places to help you.

Happy shopping!

Reading Comprehension

1. Choose the best answer from the four choices given below according to the passage.

1) Icon, e-commerce provider owned by Tencent, is going to with an investment of 1 billion yuan.

- A. exceed Jingdong Mall
- B. compete with Amazon
- C. catch up with TMall
- D. catch up with Jingdong Mall

2) You need to to look for a bargain.

- A. visit a price comparison website
- B. go to the shopping mall
- C. visit Taobao
- D. compare the prices

3) If you want to buy some fresh fruit and vegetables, you'll find some helpful information at .

- A. www.supermarketownbrandguide.co.uk
- B. www.farmersmarkets.net
- C. www.play-asia.com

D. www.freecycle.org

4) If you have some old things you no longer want, you can _____.

- A. throw them away
- B. send them to your friends
- C. go to www.freecycle.org
- D. sell them online

5) If you're buying online, you need to add _____ to the online prices.

- A. tips
- B. delivery charges
- C. the insurance premium
- D. the cost of goods

2. Read the passage and match each of the following products with the corresponding website.

sugar-free cereal	video games	fresh fruit
second-hand goods	cheap gadgets	wine

1)	www.farmersmarkets.net
2)	www.supermarketownbrandguide.co.uk
3)	www.wine-searcher.com
4)	www.play-asia.com
5)	www.dabs.com
6)	www.freecycle.org

Vocabulary & Structure

3. Fill in the blanks with the proper words or expressions given below, changing the form where necessary.

competition	announce	compare	include	alternative
operate	deliver	worth	rather than	more and more

1) The police _____ the suspect's fingerprints with those found at the crime scene.

- 2) If you can guarantee punctual _____, we shall place order with you.
- 3) The council has organized a series of events and _____ for school children in the area.
- 4) I prefer to walk there _____ take a bus.
- 5) The president will _____ a momentous decision.
- 6) The rent doesn't _____ gas, electricity or water.
- 7) They _____ three factories and a huge warehouse.
- 8) In some developing countries _____ people are moving to urban areas.
- 9) Do you have an _____ solution to the problem?
- 10) Such a trifling thing is hardly _____ mentioning.

4. Read the samples and then translate the Chinese into English by simulating the structure of the samples.

1) In 2012, the sum of business transaction of TMall exceeded 1 trillion yuan, accounting for 5.4 percent of China's total retail sales of consumer goods in 2011.

Petrochemicals today account for one fourth of all the chemicals made, in ten years this amount is expected to double.

棉花占我们出口的 70%。

2) Online shopping is becoming more and more popular.

The soil becomes more and more acidic as pollution mounts up.

这个城市越来越繁华了。

3) When it comes to electronic goods, Amazon is the market leader.

When it comes to fashion she just follows the crowd.

就收入方面的协议而言，我们持有相同的意见。

4) Well, rather than throw them away, you can go to www.freecycle.org.

Rather than ask for blessings of fortune and longevity, ask for peace of mind.

与其乘汽车旅行，我宁可走路。

5) Once you find a cheap product online, see if your local shop can offer you the same deal.

Once he made a promise, he would never fall back.

价格一经商定，交易很快就达成了。

Passage Two

Online Piracy

Millions of people illegally download movies, music and video games every day. But can online piracy be stopped?

Online piracy is a serious and expensive problem. Recent figures show that 90% of files transferred over file-sharing networks are copyrighted. And it costs the US economy up to US\$250 billion a year. But at the heart of the matter there's a moral question to consider. Is it fair that someone can download for free in seconds something that took a team of people months of hard work to create?

So, what are governments doing about online piracy? Some countries have passed through new laws. In Spain the government can now shut down Spanish-based file sharing websites or block access to overseas-based sites. Also, governments are going after high-profile pirates. Kim Dotcom, the flamboyant owner of Megaupload.com, was recently arrested in New Zealand. He's been accused of piracy because many people were using his website to swap copyrighted files.

But are laws and arrests really the best way to stop piracy? Many people aren't so sure. The problem is that films are released at different times all over the world. Kim Dotcom says that a teenager in Germany, for example, has to wait six months to see a movie that has come out in the US. So, instead of waiting, they download it illegally. Kim says, "If everybody had access to content at the same time, you wouldn't have a piracy problem."

American company Netflix lets users stream films to their TV. But many complain that Netflix's selection of movies is too small and that there aren't enough new releases. One reason for this is studios release films on DVD and then, after a few months, make them available for streaming. Why? Because they want people to buy the DVD. But what actually happens is one person buys the

DVD, they upload it to a file-sharing site and everyone else downloads it for free.

American law student Srikant Mikkilineni believes that if movie studios and record companies want to beat the pirates, they need to make it just as simple and quick to get content legally. "I think people would pay for content if it's reasonably priced and it's available when they want it," he adds.

This is already happening with music. Spotify is a program that lets you stream music to your computer for just \$5 per month. And since it launched in Sweden in 2009, online music piracy in Sweden has dropped 25%. What's the key to its success? Spotify has a large range of music, songs are instantly available and the service is reasonably priced.

But easy access isn't the only possible solution. Economics professor Glenn MacDonald thinks he has the answer to music piracy. He says record companies should give albums away for free (as a kind of advertisement for a band) and then make money off tours and merchandising.

And that's not such a ridiculous idea. The albums of heavy metal group Manowar are among the most pirated on the Internet. But instead of costing the band money, it's made them a fortune from their tours, which are full of fans who discovered the band by illegally downloading the music.

Online piracy is a complex and controversial issue. And one thing's for sure, it's not going away anytime soon.

Reading Comprehension

1. Decide whether the following statements are True or False according to the passage.

- 1) Online piracy is a serious problem. 90% of files transferred over file-sharing networks are copyrighted. ()
- 2) There's a moral question to consider in online piracy. ()
- 3) In Spain the government has taken measures on online piracy. ()
- 4) Laws and arrests are the best way to stop piracy. ()
- 5) If films were released at different times all over the world, there wouldn't been a piracy problem. ()
- 6) Economics professor Glenn MacDonald thinks giving albums away for free is a possible solution. ()

2. Answer the following questions according to the passage.

- 1) Why was Kim Dotcom arrested?
- 2) What's the problem with the release dates of films?
- 3) What complaints have some people made about the company Netflix?
- 4) What solution to online piracy does Srikant Mikkilineni suggest?
- 5) What's the key to Spotify's success?