

电子商务专业 英语

司爱侠 宋德富 张强华 张美兰 编著

顾问(美) Kenneth A. Peterson

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高等教育出版社

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内 容 提 要

本书参考电子商务专业教学大纲,用英语比较全面地介绍了电子商务的相关知识。本书在选材上充分考虑实用性、广泛性和前瞻性,内容包括电子商务基础知识、B2B、B2C、电子商务基础构架、客户关系管理、供应链管理、数据加密标准、在线支付、安全电子交易、电子货币、网上银行、智能卡、网络营销以及相关的网络技术如 XHTML 等,兼顾了商务与技术。

为帮助读者加深理解和巩固知识,每篇课文都辅以一定的练习。在全书的最后还给出了单词总表和参考译文。

本书可作为本专科院校电子商务、计算机及信息管理专业的专业英语教材,也可供各种培训班以及具备一定英语基础的人员自学使用。

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前 言

随着网络、通信和信息技术在国际贸易和商业领域的广泛应用,通过 Internet 实现商务活动的国际化、信息化和无纸化,已成为国际商务发展的一大趋势。电子商务正是为了适应这种以全球为市场的变化而出现和发展起来的。

电子商务从广义上讲,是指人们通过计算机网络进行的各种商务活动。它可以使企业跟供应商更紧密地联系,更快地满足客户的要求。也可以让企业在全世界范围内选择最佳供应商,在全世界市场上销售商品,这就能够大大缩减生产和销售成本。

电子商务的光辉前景预示着对电子商务技术人员的大量需求,如今许多高校都设有与电子商务相关的各种专业,而电子商务专业英语自然成了这些专业的必修课程。为了保证本教材的编写质量,我们首先严把选材关。我们以电子商务专业教学大纲为依据,注意了选材的时效性、实用性和前瞻性,比较全面地介绍了电子商务的基本知识,涵盖了 B2B、B2C、ERP、客户关系管理、供应链管理、数据加密、在线支付、电子货币、网上银行、智能卡、网络营销以及相关的计算机和网络技术等诸领域,兼顾商务与技术两方面。

本教材以单元为单位。每个单元包括: Passage、New Words、Phrases、Abbreviations、Notes to Passage、Comprehension Exercises to Passage、Exercises to Terms and Vocabulary、Translation Exercises、Passage for Reading、Exercises to Passage for Reading 等。新单词及其级别的规定依据 1999 年 5 月教育部高等教育司印发的《大学英语教学大纲(修订本)》以及 2000 年 10 月 10 日印发的《高职高专教育英语课程教学基本要求》进行。凡涉及网络、通信、计算机、商贸等电子商务词汇全部定为 ** 级;三级、四级、六级和六级后中的比较生僻的单词也确定为新词,定为 * 级;超出六级后,又并非电子商务词汇确定为 *** 级。* 和 ** 级词汇应该是本教程学习、练习和考查的重点。把三、四级相对生僻的单词也作为新单词列出是为了让部分专科院校相关专业的学生也能使用本教程。

本教材练习安排丰富,既有针对课文和阅读材料的练习,也有关于电子商务和网络术语的练习,对使用频率极高的动词也设计了一定数量的练习。Notes to the Passage 重点讲解、解剖长句难句,便于学生课后自我消化时使用。

本教材供普通高校各相关专业(电子商务、计算机、网络、软件、信息管理、网络营销、会计、物流等)作为专业英语课教材,也可供各种培训班使用。有一定英语基础的人员自学也颇为得当。

本教材建议学时为 72 学时。如果每周开设 4 学时,可在一个学期内完成。

练习答案、阅读材料的译文以及编者收集到的有关参考资料可以提供给任课教师。需要获取资料的读者,请填妥书后的表格。

读者若在使用本书中遇到问题,可以通过以下 E-mail 地址与我们联系,我们会尽可能提供帮助。

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本教材的编写得到了波音公司计算机软件专家 Peterson 先生和美国卡特彼勒公司 Scott Oberg 的大力支持,他们不厌其烦地给我们解答问题,保证了我们对原文的正确理解;美国

Miami 大学的宋量量先生和孟蕾女士为本书解决了若干问题;徐州工程学院的高欣老师为我们提供了充足的参考资料;中国矿业大学工商管理学院的牛鸿蕾同学对译文进行了认真校对。在此,谨向他们一并表示衷心的感谢。

由于时间有限,书中错误之处在所难免,敬请读者指正。

编 者

2003 年 6 月

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Unit 1

Passage: E-commerce

Getting Started

Para 1 Say you're working for Computer Chip Corporation, the world's leading supplier of computer memory products. After the recent meltdown in the tech sector, your CEO is more determined than ever to crush the competition. So the big boss meets with the board of directors, and after a long, heated debate, they call you in to tell you they want to open CCC's cyberdoors in (gulp!) six weeks. That should be plenty of time, they insist. After all, the CEO's daughter (a sophomore at Berkeley) built her own online store in a mere three weeks, so she's selling enough Beanie Babies to put herself through college. "Surely we can sell our RAM computer memory chips for less? You know, direct to the customer?" the board chimes in unison.

Para 2 Don't panic. Six weeks may sound a bit tight, but it's still not a hellish 24-hour turnaround. With the right planning and a little luck, you just might make it. So calmly say, "I'll get right on it," and then immediately register the domain name ramforless.com with Network Solutions or another domain registry service. (Actually, you'll have to come up with your own name since ramforless.com has already been grabbed for the purposes of this tutorial.) That done, take a deep breath and then read the rest of this tutorial in its entirety. By looking before leaping, you'll learn about all the e-commerce gotchas that can hit you unexpectedly. Planning ahead will not only save you quite a bit of redevelopment time down the road, it will also help you make educated decisions as you choose the right e-business solution for your company.

The Many Ways to Skin a Cat

Para 3 Before you can select the right setup for your e-business, you must determine exactly what you need to be competitive online.

Para 4 Most likely, you'll need some software to help you manage your products, your promotions, your customers, and their orders. You may also need some additional programs to handle the tax, shipping, and payment processing of your orders.

Para 5 A number of popular off-the-shelf solutions have evolved over the past few years that give you these core features and allow you to plug-in other software modules to handle the complexities of taxation, the varieties of shipping options, and many of the popular forms of payment. Each option offers its own set of pros and cons.

Para 6 Solutions like Yahoo's Stores provide storefronts that are ready to go. Just pick a design and pop in your products: You are ready for business.

Para 7 Other applications, such as Intershop (offered through a variety of Intershop hosting partners), allow you to change standard templates that come with the packaged software so that you can customize the way your storefront will look and feel. These solutions also let you extend the standard features and behaviors contained in the templates—assuming you can “speak” their application languages.

Para 8 And then there are solutions that act more like e-commerce application platforms. These include Microsoft's Site Server Enterprise, which relies on Microsoft's ASP (active server page) technology; Macromedia's ColdFusion application engine and its popular CFML (ColdFusion markup language); IBM's WebSphere solution; and more costly high-end e-commerce platforms like Broadvision, Blue Martini, or Commerce One.

Para 9 Many of the above solutions rely on other e-commerce software from CyberCash or OpenMarket for payment processing, Taxware for tax calculations, and Tandata for up-to-date shipping information.

Para 10 But which is the right solution for your e-business? To figure that out, you need a plan.

The Best Laid Plans

Para 11 It's hard to know which technology solution is right for you, until you have a detailed list of requirements against which you can compare the solutions. Therefore, before you can choose an e-commerce platform, you have to decide what kind of experience you want to deliver to your online customers. As you do this, think about where your company is going to be in one, two, five, or 10 years. If you set up your solution correctly now, when your company grows and expands, you can add on to the original foundation without tossing out your prior efforts.

Para 12 Or, as many companies do, you can go for the quick fix today. This strategy may get you to market faster at a lower cost, but it will cost quite a bit more in the long run, since you'll have to rebuild from the ground up when your site grows (which at the rate things change online, could be as soon as a year from now). Either way, you still need a plan.

Para 13 As you build your plan, the first thing you should do is generate a Requirements Document. At this stage, it's a good idea to get all the corporate departments involved. That way you can get everyone's input at the beginning, as opposed to later, when it's too late. You'll also have people who really know how long things take helping you come up with realistic scheduling and budgetary expectations. The other benefit of this summit approach is that it gets ideas and potential conflicts out on the table early. The last thing you want is Frank from Fulfillment telling you a week before launch that the product numbers you're sending him are three characters too long. Gotcha!

Para 14 To avoid this kind of scenario, get everyone that's involved in a room for a "Day of Discovery." The information you need to gather can be modeled as a circle that represents your entire sales and marketing cycle. Each stage of the cycle can be a basis of discussion for your summit meeting.

Sales and Marketing Cycle

Customer: Who are your target customers and what do they need?

Awareness and advertising: How will you get customers to the store the first time? How will you get them to come back?

Merchandising: What products will you offer and how will you position and display them to your customers?

Sales service: How will you answer customers' questions and solve their problems?

Promotions: How will you promote merchandise and services to give customers incentives to make purchases?

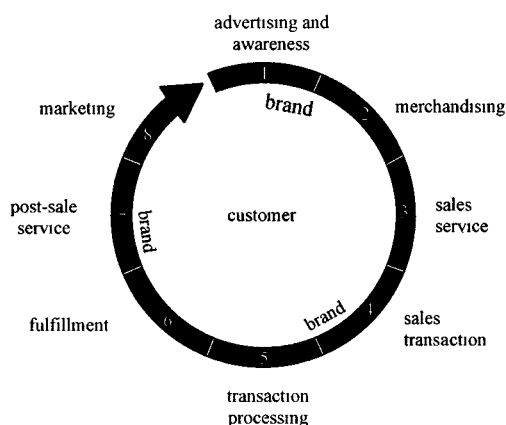
Transaction processing: How will you handle orders, tax, shipping, and payment processing?

Fulfillment: How will you pass orders to the fulfillment center?

Post-sales service: How will you provide customer service and answers to order-status questions after the sale?

Marketing data and analysis: What information about sales, customer, and advertising trends will you gather? How will you use it to make decisions?

Brand: How will you communicate with customers during each of these interactions in a way that reinforces your unique company image?



Play by the "Business Rules" Document

Para 15 At your D-Day, talk through all the steps that come before and after a transaction. Gather

ideas. Discuss constraints and get the raw information you'll need to develop your e-business plan.

Para 16 To help keep the ideas flowing and your brain-storming on track, we've created a **Business Rules** document for you to use as you meet with your team. This isn't a check list — it's simply a compilation of the e-business issues that you should consider as you carefully lay plans for your e-commerce site. Print it out, put it on the OHP (overhead projector), stick it on the white board, and then use it to generate new ideas and spark innovations of your own.

Para 17 After you have all the raw information you need, it's time to prioritize. It is not likely that you'll be able to implement all the things you want in the first release of the store because of constraints in budget or time or because you're the only person working on this project and you haven't slept for three days. Rank each of the features you want with a one for "must have," a two for "nice to have," and a three for "pipe dream." With your priorities in line, you can create your Requirements Document.

Requirements Document

Para 18 Back at Computer Chip Corp., your CEO decides that it's better to have the first version of the project concentrate on building up the company's online customer base via the promotion of the `www.ramforless.com` service. Then once a minimum monthly order volume is sustained, the company will commit to putting resources toward automating the back office and fulfillment systems. "Until then, we'll just re-key orders," the employees are told. The fulfillment manager's eyes get large and he jots down a note to open several new data entry job requisitions. And you? You just breathe a sigh of relief, because, for now, you don't have to tap into that 1970s mainframe monster that handles all of the current order entry and fulfillment processes.

Para 19 With those priorities in line, the `ramforless.com` preliminary Requirements Document (aka The Plan) is just about ready to go. (Note that yours will probably need to be a bit more detailed and will likely require a few revisions to get there.)

`www.ramforless.com` Requirements

Version 1.0

Displaying products

We want customers to be able to tell us what kind of computer equipment they have. Then we'll tell them what kind of memory chips work with their computers. If we know the make and model of their equipment, then we can recommend chips in 8 – MB, 16 – MB, 32 – MB, and 64 – MB flavors. Sophisticated customers may already know the model number of the memory chip they want, but these products are changing all the time. We'll need a tool where we can make changes to the products we offer in real time.

Order and transaction processing

Customers will want to buy more than one item at a time, so we'll need to let them build an order be-

fore checking out. Then we'll need to accept major credit cards and calculate tax, shipping, and handling charges. Plus, we'll be shipping within 24 hours of the order, so we'll need to verify the credit card information before we accept the order.

Attracting customers

We want to use a variety of lead-generating tactics, such as buying banner ads, registering with search engines, and sending direct email to get qualified customers to the site. We'll also want to know which of these tactics gets the most customers to our site so that we can figure out which advertising investments make the most sense.

Fulfillment and customer service

Orders that arrive on the server need to be relayed to the fulfillment center quickly so that we can pick, pack, and ship the memory chips before the FedEx truck shows up at 5 p. m. We also want to be able to let customers get the status of their orders so that they don't have to call us.

Software and hosting

We want to host the site with a third party. Staying up 24/7 monitoring servers is not our idea of fun. We've seen a number of e-commerce software packages on the market but are confused about which one is right for us. Help!

Para 20 Once you've generated your own Requirements Document, you still have a lot of details to iron out, and there are many choices still to be made before you can open your doors in cyberspace.

New Words

**	application	n.	应用程序
*	brain-storming	n.	集思广益
**	budget	n.	预算
*	chime	vi.	鸣,打,发出和谐的声音
*	commit	vt.	花费(时间,金钱等);提交,委托
*	constraint	n.	约束,强制
*	crush	vt.	压碎,击败
**	customize	vt.	定制
**	cyberdoor	n.	计算机世界之门
**	cyberspace	n.	电脑空间,计算机世界
**	email	n.	电子信函,电子邮件
***	gotcha	n.	问题
***	gulp	v.	吞;
		n.	一大口
*	hellish	adj.	地狱般的
**	high-end	n.	高端
*	host	vt.	主持,主办

		<i>n.</i>	主人; 主机
*	implement	<i>vt.</i>	完成, 实现, 执行; (安装), 启用, 使用
*	incentive	<i>n.</i>	动机
		<i>adj.</i>	激励的
*	innovation	<i>n.</i>	创新, 革新
**	interaction	<i>n.</i>	交互, 互动
*	lead-generating	<i>adj.</i>	促销的, 寻找客户线索的
**	mainframe	<i>n.</i>	主机, 大型机
**	meltdown	<i>n.</i>	融化; 危机时刻; 垮台
**	merchandise	<i>n.</i>	产品, 商品
		<i>vt.</i>	产品推销, 广告宣传
**	model	<i>vt.</i>	做成模型; 模仿, 模拟
		<i>n.</i>	模特, 模型
**	module	<i>n.</i>	模块, 模数
*	monster	<i>n.</i>	怪物, 妖怪
**	off-the-shelf	<i>adj. & adv.</i>	可以买到的/地, 现成的/地, 现成的(产品), 直接可以使用的(产品)
**	order	<i>n.</i>	订单
*	panic	<i>vi.</i>	惊慌, 恐慌
		<i>n.</i>	惊慌, 恐慌
**	plug-in	<i>vt.</i>	连接, 插入
		<i>n.</i>	插件
*	preliminary	<i>adj.</i>	预备的, 初步的
*	prioritize	<i>vt.</i>	区分先后次序, 区分轻重缓急
*	priority	<i>n.</i>	重点; 优先级, 优先权
**	project	<i>n.</i>	项目
**	promotion	<i>n.</i>	促销活动, 宣传
**	redevelopment	<i>n.</i>	恢复发展, 重点恢复
*	reinforce	<i>vt.</i>	加强, 增加
**	re-key	<i>vt.</i>	重新输入
** *	scenario	<i>n.</i>	未发生的情况, 糟糕的情况; 方案, 想法
**	site	<i>n.</i>	网站
*	sophomore	<i>n.</i>	大学二年级学生
**	storefront	<i>n.</i>	店面
*	sustain	<i>vt.</i>	维持, 支撑
**	taxation	<i>n.</i>	课税, 征税
*	tech (= technical)	<i>adj.</i>	技术的
**	template	<i>n.</i>	模板
**	transaction	<i>n.</i>	交易, 事务

*	turnaround	<i>n.</i>	连续来回,连续转圈;回车场,打来回
*	unison	<i>n.</i>	和谐,调和

*号说明:单个*号为基础词汇;**为常用电子商务词汇;***为不常用词汇。

Phrases

advertising investments	广告投资
application engine	应用软件引擎
application language	应用软件语言
banner ads	(网上)彩旗广告
board of directors	董事会
budgetary expectations	预算估计
build an order	开列一订单,下单
check list	检查列表
check out	确定
company image	公司形象
compilation of the e-business issues	电子商务问题集
computer equipment	计算机设备
computer memory products	计算机内存产品
credit cards	信用卡
data entry	数据录入
domain name	域名
e-commerce application platforms	电子商务应用软件平台
e-commerce platform	电子商务平台
e-commerce site	电子商务网站
e-commerce software packages	电子商务软件包
forms of payment	支付方式
fulfillment center	商务履行中心
hosting partner	轮职主持股东
iron out	解决(问题,困难等,尤其是小问题)
jot down	快速写下,草草记下
memory chip	内存条
online customers	网上客户
online store	网上商店,电子店面
order-status	货物状况
packaged software	软件包
pass orders	传递订单
payment processing	支付处理,支付操作
post-sales service	售后服务

potential conflicts	潜在的冲突
pros and cons	优势和劣势,优点和缺点,利弊
re-key orders	重新输入订单
Requirements Document	需求文档
search engines	搜索引擎
shipping option	运输方式选择
sophisticated customer	高级用户
spark innovations	激发创新火花
summit approach	最高决策方式,峰会方式
summit meeting	高峰会议,峰会
target customer	目标顾客
toss out	扔掉,浪费
transaction processing	交易过程,交易操作,事务处理
white board	白板
day of discovery	集中一天解决问题

Abbreviations

aka	also known as	又名
ASP	active server page	活动服务器页面
CCC	Computer Chip Corporation	计算机芯片公司
CEO	Chief Executive Officer	首席执行官
CFML	ColdFusion markup language	ColdFusion 标识语言
D-Day		二次世界大战盟军诺曼底登陆日, 比喻计划开始的日子
e-commerce	electronic commerce	电子商务
MB	megabyte	百万字节,兆字节
OHP	overhead projector	投影仪
RAM	Random Access Memory	随机存取存储器

Proper Names

Beanie Babies	小动物玩具
Blue Martini	一种电子商务软件平台
Broadvision	一种电子商务软件平台
Computer Chip Corporation	计算机芯片公司
Commerce One	一种电子商务软件平台
CyberCash	一种电子商务支付软件
FedEx truck	外送货车