

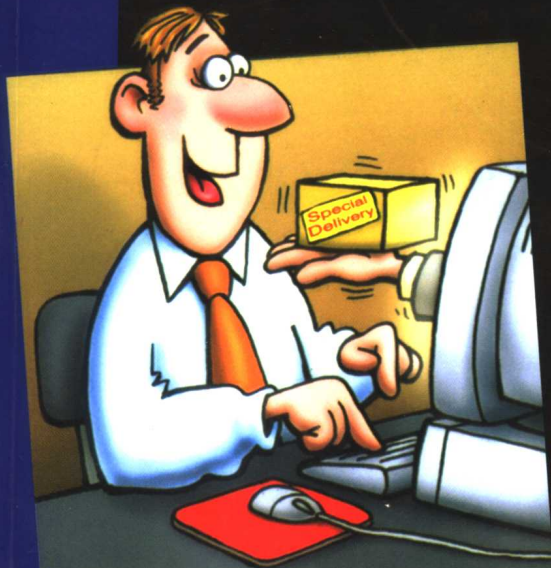
英汉对照管理袖珍手册

# 电子商务

本书中的各种技巧与工具能帮你更好地设置、管理你的电子商务

Will Rowan 著  
杨红艳 译

上海交通大学出版社





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## 作者的话

### 本书概要

你可以把本书当作一系列针对具体主题展开的快速参考指南来使用,也可以把它当作一个在线生意的发展计划重头至尾读一遍。不管你选择哪一个,本书都有很多使在线生意获利更多的好主意。

由于网络是发展得最好的在线技术,我已经确保书中所有的主意都可以用在互联网的站点上。大部分也可以用到其他正在出现的在线渠道上。因此,文章中提到的针对互联网及站点的方法也可以应用到交互式电视机、移动电话和不管其他什么网络工具上。

### 下一步

每一部分以一个行动方案结尾。这些小型模板有助于鉴别和分离重要紧急的问题,并按照轻重缓急的关系进行排序。如果想得到更多的建议和真实生活的经历,请加入在线读者的行列:[www.ecommercepocketbook.com](http://www.ecommercepocketbook.com)

威尔·罗曼

## FROM THE AUTHOR

### **What to expect in this book**

This book can be used as a series of quick reference guides on particular topics. Or read it from end to end as a development programme for an online business. Whichever you choose, it is full of sound ideas that make online businesses more profitable.

As the web is the most developed of the online technologies, I've made sure that all of the ideas can be applied to internet websites. Most of them can also be applied to other, emerging online channels. So, where the text refers to the internet and websites, in time the same will apply to interactive television, mobile telephones and who knows what other network devices.

### **Where to go next**

Each section ends with an Action Plan. These are short templates to help identify, separate and prioritise important and urgent issues. For more advice and real-life experiences, join fellow readers online at: [www.ecommercepocketbook.com](http://www.ecommercepocketbook.com)

**Will Rowan**

# 目 录



什么是电子商务? (1)

镇静的时刻,不要期待出现的事情,电子商务的驱动者,在线人口的增长,7件需要知道的事和8件需要做的事



电子商务的5项商业利益 (19)

降低成本,度量,互动,个性化,全球范围



在线交易新思维 (53)

大街 vs. 在线市场,病毒战,收集电子邮件地址,做第一个并维持在前面,市场空间



如何在网上宣传公司 (87)

在线的四层义务,使用电子邮件交易的不同方式,在线公共关系,在线广告



管理搜索引擎 (137)

什么是搜索引擎,使用超链接(URL),元标签,关键词,alt 标签



创造信任感:安全和数据保护 (167)

适度安全,5种建立信任的方式和6种失去信任的方式,领域名称,数据保护,个人隐私问题,合同和法律



计划成功电子商务的8个步骤 (209)

让客户决定,迅速回应,测试方案,挑战假想,专注于利益,鼓励访问者,理解成本牵连,帮助成员改编

# CONTENTS



## WHAT IS E-COMMERCE?

1

A moment of calm, what not to expect, drivers of e-commerce, growth of online population, 7 things to know and 8 things to do



## THE FIVE BUSINESS BENEFITS OF E-COMMERCE

19

Cost reduction, measurement, interactivity, personalisation, global reach



## NEW THINKING FOR ONLINE BUSINESS

53

High street vs online market, viral campaigning, harvesting e-mail addresses, be first and stay ahead, market spaces



## HOW TO PROMOTE A COMPANY ONLINE

87

Four levels of commitment to being online, different ways to use e-mail for marketing, online public relations, online advertising



## MANAGING SEARCH ENGINES

137

What are search engines, using a URL, meta tags, keywords, alt tags



## CREATING TRUST: SECURITY & DATA PROTECTION

167

Appropriate security, 5 ways to build trust and 6 ways to lose it, domain names, data protection, personal privacy issues, contracts and the law



## EIGHT STEPS TO PLAN SUCCESSFUL E-COMMERCE

209

Let customers decide, respond fast, test plan, challenge assumptions, focus on benefits, encourage visitors, understand cost implications, help staff adapt





WHAT IS E-COMMERCE?

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什么是电子商务?

## WHAT IS E-COMMERCE?



# A MOMENT OF CALM IN THE RUSH TO A NETWORKED, ONLINE WORLD

In the rush to digitise businesses, it's all too easy to forget that the human beings this side of the screen won't change much. Some have adapted early and have already leapt online. Others will take longer.

And some of us will never wish to go online.

In the dash to offer online services to your customers, never forget that some of them just don't want to come and play.



什么是电子商务？

## 冲向网络世界时应保持一点镇静



在使生意数据化的过程中，很容易忘记一个事实，屏幕这边的人并不会有什么改变。有些人适应得早，已经很快地上了线。另外一些人则需要更多的时间。

而我们中有些人从来都不想上网。

在你急于向你的客户提供在线服务时，别忘了他们中有些人就是不想上网。



③

## WHAT IS E-COMMERCE?



## WHAT NOT TO EXPECT

- Don't expect to gain an advantage *just by being online*
- Don't dress up an existing business with a dot.com façade
- Don't use it as an alternative to investing in sound customer service
- Don't think only of reaching the internet on a PC: our telephones and televisions can already be networked
- Don't take short cuts; it might look the same but won't get the same results

And don't expect:

- E-commerce to happen quietly, in a corner, over there behind the shrubbery
- To keep the rest of your business unchanged
- To be an overnight success

什么是电子商务？

## 不要期待的事情



- ↗ 不要期待一上网就可以获利
- ↗ 不要用 dot.com 的门面来装饰现有的生意
- ↗ 不要只是把电子商务作为投资好的客户服务的另外一种选择而已
- ↗ 不要认为只有在个人电脑上才能上网：我们的电话和电视机也可以联网了
- ↗ 不要走捷径；貌似相同但结果各异

还不要期待：

- ↗ 电子商务会在灌木丛后面一个角落里静悄悄地发生
- ↗ 保持你其他的业务不变
- ↗ 一夜成功

**WHAT IS E-COMMERCE?**



**WHAT'S DRIVING THE GROWTH  
OF E-COMMERCE?**

Every day more people are online - at home and at work, via computers, telephones and televisions. These devices are becoming faster, smarter and are connecting to each other.

For many items that we need to buy, both domestic and commercial, online is a more convenient way of shopping.

The businesses that sell to us can reduce their costs, making each sale more profitable.

什么是电子商务？

什么推动电子商务成长？



每天越来越多的人在家和工作的時候通过电脑、电话和电视上网。这些方法更快、更巧妙地把人们联系在一起。

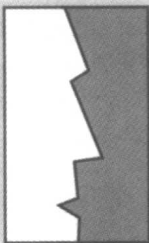
就许多我们想买的家用品和商用品而言，上网是一种更方便的购物方式。

在网上做生意可以降低商家的成本，使每一次买卖都获利更多。

WHAT IS E-COMMERCE?



## A DEFINITION OF E-COMMERCE



**By connecting to a standardised network we can find information, buy and sell quickly and easily, with lower process and administration costs.**



什么是电子商务？  
电子商务的定义

