本套教材体例设计以"课程—课前—课中—课后—技能"教学思路为主线。

根据国家标准构建初步教学模块，内容丰富，实用。

配有大量实训案例和动画教学，教、学、做相结合，以培养学生实践能力为本。

余明艳 ◎ 主编

胡雅宁 ◎ 主审

DIANZI
SHANGWU YINGYU

电子商务英语

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主　编：余明艳
副主编：刘晓红　祁姝一　洪　蓓　王晓亮
主　审：胡雅宁
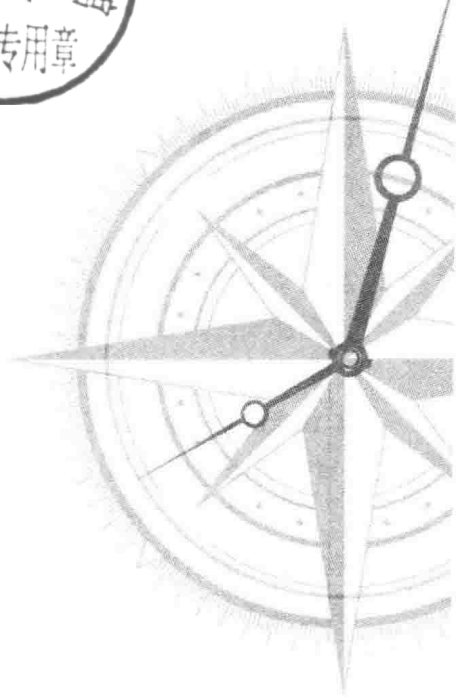
前言 Preface

　　自 1997 年法国巴黎世界电子商务会议以来，世界各地电子商务迅猛发展。电子商务作为互联网上交互式网上商务的具体应用，在经历了多年的演进与洗礼后有了长足的发展。电子商务英语的应用已渗透到人们工作、生活的各个方面，并发挥着越来越重要的作用。

　　本教材适应高职院校和各类培训学校电子商务英语等课程的需求，是电子商务专业或信息类专业学生学习电子商务基本知识、基本操作的实用教材。本书设计结构为：理论—操作—技能，由浅入深地引导学生了解电子商务的基本概念并掌握操作技能。编写过程中注重电子商务技术及最新知识的介绍，强调实用性及实践操作能力的培养。

　　作者在编写过程中，根据课程的培养要求采用项目式的编写模式，每个项目图文并茂，编排层次清晰，结构严谨，同时后面还配有课后测评及课外知识扩展部分，可以帮助学生思考和分析。

　　本教材共分 6 个项目，其中项目 1 为互联网与电子商务；项目 2 为电子商务营销；项目 3 为电子商务安全；项目 4 为电子交易；项目 5 为实用电子邮件工具 outlook；项目 6 为电子商务信函的书写及计算机基础知识。

　　全书由余明艳老师负责组织编写并统稿，项目 1、项目 6 由刘晓红老师编写，项目 2、项目 5 由余明艳老师编写，项目 3 由祁姝一老师编写，项目 4 由洪蓓老师编写，王晓亮老师负责本书的审核工作。

　　本书在编写过程中听取了许多一线教学教师的意见，在此向他们表示衷心的感谢。由于时间仓促，书中难免有疏漏之处，敬请广大读者在使用中提出宝贵意见和建议，以便我们及时更正。

编　者

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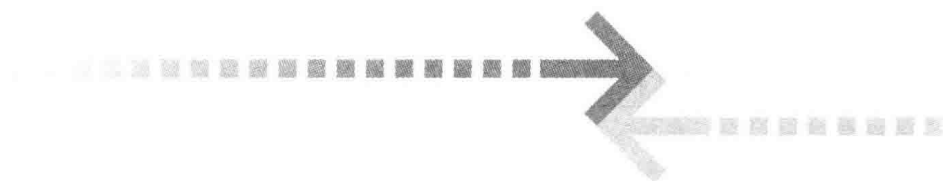
Internet and E-commerce

项目	课程专业能力	完成情况
Internet and E-commerce	Grasp the concept of the Internet.	
	Understand the Internet's development prospects.	
	Understand the scope of application of e-commerce.	
	Grasp the relationship between Internet and electronic commerce.	
	Grasp the application scope of English for electronic commerce.	
师生总结		

Class Project Hitting

Amazon. com

【Case】In 1994，a young man named Jeff Bezos, who was just a financial analyst and fund manager, became intrigued by the rapid growing Internet. He listed 20 products that might sell well via Internet. After some intense analyses, he chose "books", and established his online bookshop Amazon. com.

Bezos encouraged his customers to submit their book reviews to the websites, and he issued these reviews with the publishers' information. Customers' reviews were just like the recommendation and advice of bookshop clerks. Bezos noticed the tremendous power of Internet in reaching small and highly concentrated market segments, but he realized that his online bookstore could not meet all customers' demands. Therefore, he designed a sales associate program which divided web sites according to particular topics. These websites could set up links to books with specific topics on amazon. com. In return, amazon. com remitted a percentage of the referred sales to the owner of the referring websites.

During its growth，amazon. com had been seeking new strategic opportunities. In 1998, amazon. com began selling CDs and videotapes. Its website software could track a customer's purchase and recommend relevant books. In addition, customers could also request the amazon. com to inform them of new books written by a certain author. Focusing on improving every process involved in books buying, promoting, selling and shipping, Bezos and his amazon. com became a bright shining star in early e-commerce.

【Analysis】*The Internet commercialization since the early 1990s directly promoted the rapid development of ecommerce. The impacts and changes brought by ecommerce are comprehensive and far-reaching. Meanwhile, the development and the application of ecommerce is a process of transformation and evolution. Therefore, it is necessary for us to learn e-commerce further.*

Task 1   An overview of the Internet

1. 1. 1   Concept of the Internet

The Internet （or interwork）, began in 1969 in the United States, is a global network, a kind of public information carrier, and one of the mass media. It's developing so fast that，it is now one of the most popular media. The mass media is faster than any kind of communication media.

Internet is a global system of interconnected computer networks that use standard Internet protocol suite （TCP/IP） to serve several billion users worldwide. （As shown in Figure 1—1. ） It is one of networks that consists of millions of private, public, academic, business, and government

networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW), the infrastructure to support email, and peer-to-peer networks.
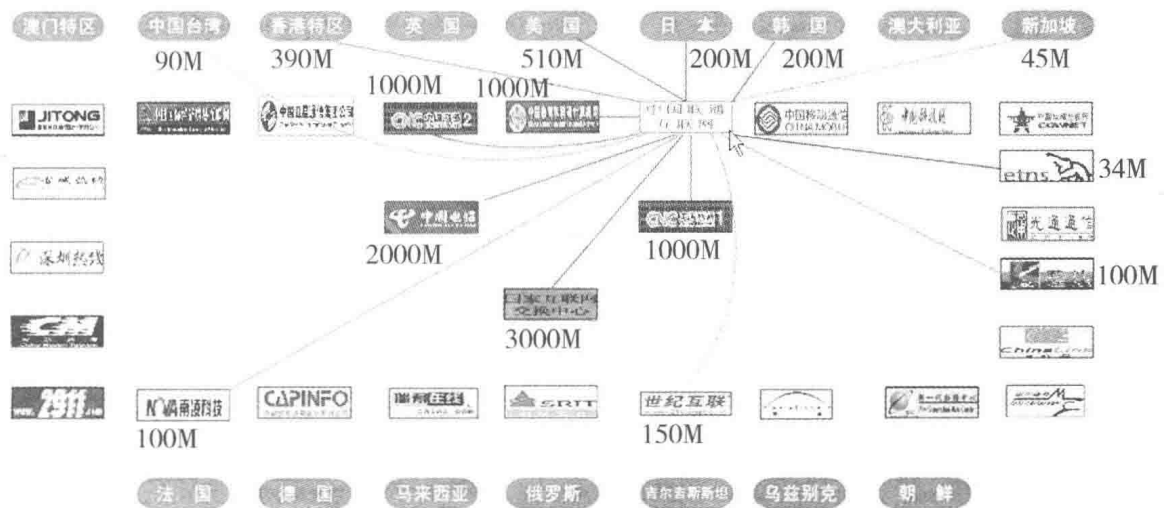

Figure 1-1　China's Internet Bandwidth

Internet was the result of some visionary thinking by people in the early 1960s who saw the great potential value in allowing computers to share information on research and development in scientific and military fields. J. C. R. Licklider of MIT, first proposed a global network of computers in 1962, and moved over to the Defense Advanced Research Projects Agency (DARPA) in late 1962 to head the work to develop it. Leonard Kleinrock of MIT and later UCLA developed the theory of packet switching, which was to form the basis of Internet connections. Lawrence Roberts of MIT connected a Massachusetts computer with a California computer in 1965 over dial-up telephone lines. It showed the feasibility of wide area networking, but also showed that the telephone line's circuit switching was inadequate. Kleinrock's packet switching theory was confirmed. Roberts moved over to Darpa in 1966 and developed his plan for Arpanet.

The rapid development of the Internet has produced many new applications, especially high band width demand multimedia applications. With the rapid development of the Internet, GIS application extend its area from desktop to the Internet. The rapid development of the Internet has also brought an opportunity for the development of Internet enterprises, which is to let Microsoft be the leader in the Internet era.

With the development of Internet, network society problem has appeared. Intrusion attack, denial of service attack, misuse of Internet resource bring many negative effects to the common use. Even so, Internet is rapidly developing into the largest depository of data ever created by human misuse of Internet resources, bring many negative effects to common use.

In-class Case Presentation

The present enterprise intranet is shown as Figure 1—2.

Figure 1—2   The Enterprise Intranet

1.1.2   The Development of the Internet

Internet is one of the basic scientific and technological inventions in the 20th century. Since the 1960s' ARPANET (NCP) development, it has affected every aspect of Humans life. At present, as a new carrier of information dissemination, the new ways of innovation of science and technology and the popularity and development of the Internet are deeply infcuencing people's work and life style, way of thinking, and promoting the social productivity and civilization.

Around the mid of sixties, two computers located in different geographical areas within the US were connected using a 1200 bps phone line. But this was done without using packet-switching. Within two years of this, the first design paper for the ARPANET, the precursor of the Internet was presented by Larry Roberts. ARPA awarded the contract for ARPANET to BBN, which constructed a physical network of four nodes, university of California at Los Angeles, SRI (in Stanford), University of California at Santa Barbara, and university of Utah, in 1969.

In the late 90s, independent Internet Service Providers like AT&T, Sprint, BBN planet

etc. appeared，carrying most of the Internet traffic on their backbones. Technologies like push, multicasting and streaming media came into force. In 1999, the first full service bank available only on the Internet came into being. That same year business. com was sold for a whopping US $ 7. 5 million. Around this time e-trade, online banking and MP3 were becoming popular. The development of China's Internet is shown as Figure 1－3.

Figure 1－3   Development of China's Internet

1987 Peking University（PKU）sent the first e-mail to Germany.

1989 China began the internet construction of five-year goal.

1991 the United States proposed China into co-plan network.

1994 China's first nationwide TCP/IP Internet—CERNET.

1994 China Education and Research Network；China Science and Technology Network；China Golden Bridge Information Network；China's Public Computer Internet.

1994 China was finally allowed to join the Internet and in May of the same year, China Completed all networking.

1995 Zhang Shuxin founded the first Internet service providers.

1998 CERNET researchers built the first China's IPV6 mode.

2000 China's three major portal websites Sohu, Sina, Netease were listed on NASDAQ in the United States.

2002 The second quarter, Sohu firstly announced earnings, claiming that the Internet's spring has arrived. As shown in Figure 1－4.
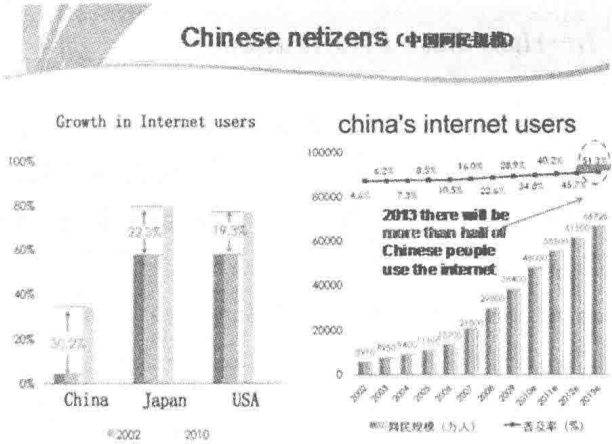

Figure 1－4   Chinese Internet Listed Company
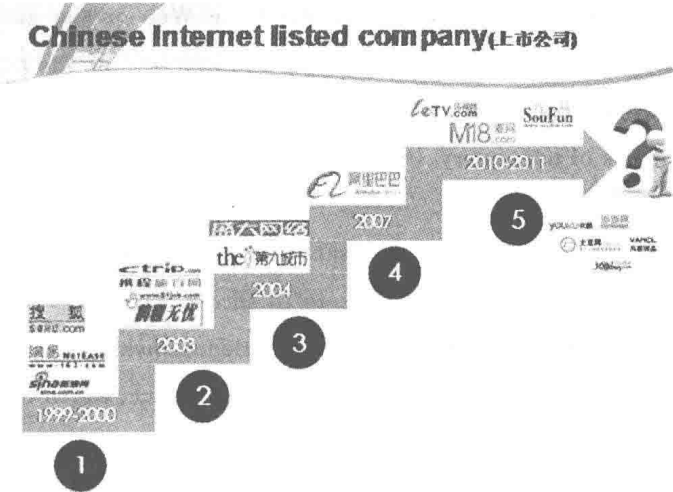
The scale of online shopping is shown in Figure 1−5.

Scale of Online Shopping

2007-2014年中、美、日三国网络购物交易规模

中国网络购物规模（亿元）　美国网络购物规模（亿元）　日本网络购物规模（亿元）

Figure 1−5　Scale of Online Shopping

1.1.3　Main Types of the Internet Services

Internet services categories：WWW，E-mail,FTP,Telnet,e-commerce,etc. .

The World Wide Web（WWW）

WWW（World Wide Web）is in Geneva,Switzerland. The European particle-physics laboratory firstly developed a distributed hypermedia information query system,which is currently the most advanced Internet,the best and most widely used information retrieval tools,and the World Wide Web includes all kinds of information such as text,sound,image,video,etc. "Hypertext" technology in the world wide web allows users to get various kinds of information by general and simple ways on the Internet. WWW is called World Wide Web or the global information network. It is based on hypertext transfer protocol（HTTP）,the use of the hypertext markup language（HTML）of various types of information（graphics,images,text,animation,etc. ）organically integrated for the use of user query. Internet has the function of supporting multimedia applications.

Before WWW appeared,the use of the Internet needed to master the computer language and more complex softwares,and through the browsers to access. The WWW，however，often only needde a small amount of computer knowledge and experience,making the computer professionals easily get to the Internet. The WWW provides a friendly interface,which is very easy to be used with browser softwares such as the internet explorer,netscape,etc. It can also have access to the FTP,news,e-mail,etc. In the past，using different client programs could get information resources,which integrated the functions of the application of the Internet,making it a hypermedia

information resource collector, so as to realize the effective and extensive information retrieval. The emergence of the WWW also eliminated before many complex Internet applications, such as archie, gopher, etc.

Electronic Mail (E-mail)

E-mail (Electronic mail, abbreviated as e-mail) is one of the most widely used service on the Internet. Users can use Internet to send and receive emails. You can have the e-mail address and Internet offers all users convenient, fast and economical exchange of e-mails. Email can be exchanged between two users or among multiple users. In addition to the text, email contains all kinds of computer files such as sound, image, application and so on. In addition, users can also subscribe to electronic magazines, get online to email the required documents, participate in relevant announcements and discussion groups.

Text Transfer Protocol (FTP)

Text Transfer Protocol (File Transfer Protocol, or FTP) is the foundation of the Internet File Transfer, commonly referred to the FTP as a service based on the agreement. FTP file transfer service allows Internet users to transfer a file from a computer to another, including almost all files like text, binary executable files, sound, image, data compression, etc. .

FTP is actually a file service software. It is for file transfer as interface, using simple "get" and "put" commands to download and upload files, just like file copy command on the Internet. Most FTP server hosts adopt UNIX operating system through Windows98 and Windows XP but common users can also easily use FTP and UNIX host for file transfer.

That anonymous FTP user can use the Internet is the obvious characteristic of FTP senice. The so-called anonymous server refers to that there is no need to log in special user name and password to get into the system. When users are connected to an anonymous server, they can use "anonymous" (anonymous) as the user name with their own e-mail addresses as password to log in. After a successful login, the user can download file from the anonymous server. Standard directory for an anonymous server, the user can usually have access to files in this directory all subdirectories. Considering the security issues, most of the server does not allow anonymous users to upload files. FTP connect the client as Figure 1—6.
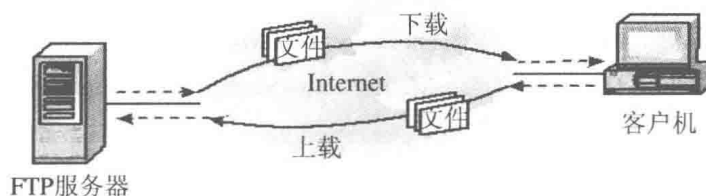

Figure 1—6   FTP Connect the Client

Remote Login (Telnet)

Telnet is a remote login service agreement, which defines the remote login user interactions

with the server. This allows the user to use a networked computer to login to a remote time-sharing system, and use the remote system just like using your own computer. The remote login as shown in Figure 1－7.
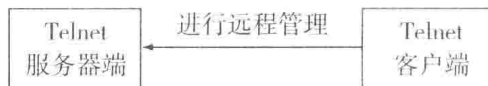

Figure 1－7 Remote Login

To use the remote login service, you must start as a customer on the local computer applications, specifying the name of the remote computer, and through the Internet establishing a connection with them. Once the connection is successful, the local computer, like the usual terminal, directly accesses to the remote computer system resources. Remote software allows users to directly interact with the remote computer, using a keyboard or the mouse operation. Information related to the client application will be sent to the remote computer and the output by the remote computer again returns to the user. After the user exits the remote login, the user's keyboard and display control will be back to the local computer. Average users can get remote log in through the windows XP telnet program.

E-Commerce

This generally means buying and selling goods or services through the Internet. Essex online shopping arcades links users to amazon. com and WH Smith where they can purchase books, music and videos. That business corresponding to the type of service traditionally offered information services is of course acceptable, and indeed desirable, contributing as it does to the local economy.

In-class Case Presentation

McDonald's Intranet

In 2001, McDonald was going to put up a new Intranet, attempting to include more language of multiple sites. Other requirements include：

◇With the existing system integration, to include the FileNet, Oracle, including and Verity

◇To expand the brand and digital asset management（multimedia）

◇To improve the management of globalization

McDonald thought about several technology platforms, including Day Software Communique, Yahoo/Tibco portal, File NET SiteMinder and Oracle application server.

Eventually, McDonald chose the day communique, established on communique "some important applications," and the extension of the platform to many websites, including external. com.

Communique is a high-end content management system (CMS) and a real portal solution. ContentBus system is a content repository (JSR -170), which can apply uniform medium for different sources. McDonald's senior director of global network communication Steve Wilson, who said in a Shared Insights podcast interview that "We chose Day because of its flexibility, at the same time, its content bus can let us connect to the backend content. It is a very simple and easy tool even if one has just a little computer skills. They can maintain a web site in the morning and manage the content on the page.

According to the analysis at acquity group, if Intranet CMS' yearly cost of issuing corporate Intranet reduce $ 1, employee's work efficiency will be increased by 5%. In addition, you can also create and provide the latest information of nine kinds of languages around the world. Now, five years of McDonald's intranet authors have increased from 5 to 400, and to offer content with nine different languages, it's clearly a huge advantage.

Task 2　An Overview of Electronic Commerce

1. 2. 1　E-commerce Concept

"Commerce" refers to economic activity involving the exchange of commodities. Directly speaking, it is buying and selling of commodities, or the exchange and distribution of commodities. Commerce involves the transaction of commodities, services, finance and knowledge information, etc. The relevant groups, such as enterprises, institutions, sectors, departments and consumers, or individual consumers are associated with each other by certain contracts and rules, which form a commercial activity network in accordance with the social rules in certain ways.

E-commerce is a complex systematic project in its nature and application, which cannot be simplified as "electron" plus "commerce", or "electronic network" plus "commerce", or "electron of the medium and commerce is the aim" . Then what is E-commerce? E-commerce, as its name implies, is the business operation based on electronic and network technology. It is the commerce that realizes its operating process by using electronic technology. When enterprises connect their staff, clients, suppliers and cooperators directly with their intranet, extranet and Internet, all the proceeding activities can be called e-commerce, as is shown in Figure 1 — 8.

"E-commerce", as a proper noun, was proposed, disseminated and popularized around 1996. But in the real sense, the practice of e-commerce emerged in the form of electronic data interchange (EDI) in the early 1970s in America. EDI means data exchange in the form of electron among different systems to support the commerce transactions. Specifically speaking, enterprises handle various documents automatically by word processing technology within their own enterpri-
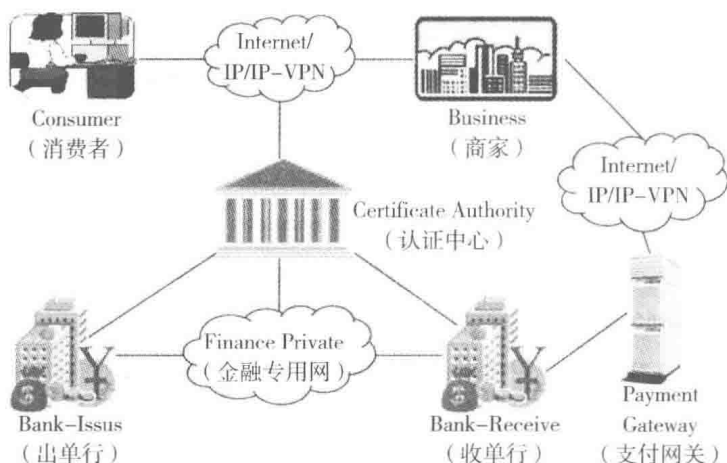
Figure 1－8　E-commerce Activities

ses. However, each enterprise formulated different transaction procedures, and the technology used also varied from one to another. In order to exchange data between enterprises, EDI provides services that join these individuals together and form a new business handling mode to realize paperless transactions.

Electronic commerce was first divided into broad sense and narrow sense of electronic commerce. E-commerce defined as generalized, using a variety of electronic tools to engage in business activities; narrowly defined as e-commerce, mainly using the Internet to engage in business or activity. Both are broad and narrow sense of the concept of e-commerce. E-commerce covers two aspects: one is inseparable from the Internet on this platform, being no network, which is called the electronic commerce; Second one via the Internet is a kind of business activity.

Figure 1－9　E-commerce Website

EC (Electronic Commerce) in its narrow sense is also sometimes called "electronic trade". It refers to transactions and service activities conducted in the electronic form via the Internet, Intra-

net or Van. It includes electronic and network procedures in traditional trade as well as innovative commerce mode and new state of industry via the Internet. E-commerce can provide transactions of products and services via the Internet. Products can be substantial, such as automobiles and televisions. They can also be digital ones, such as knowledge-based products like news, videos and software and so on. Moreover, it can provide various types of services, such as itinerary, remote education, etc. It has realized the paperless, automatic and effective transactions. Therefore, E-commerce is the general naming of all activities centered on commodity exchange performed efficiently with low cost by people armed with information technology and commercial rules in a highly developed modern society.

EB (Electronic Business) in its broad sense refers to the entire business process including electronic transactions and the administrative operation realized by applying electronic tools such as computer, network and modern information communication technology according to certain standards. Therefore, e-business in its broad sense, on the one hand, includes the commercial data exchange and on-line electronic transactions via network e-mails, videos, and documents as well as EDI. It also includes the electronic services provided by government departments, cyber-banks and inter-enterprise cooperation. It covers all aspects related to business. On the other hand, it includes the in-enterprise activities such as production, management, finance and so on. It also includes business to business EC and business to customers EC. It is not only the combination of hardware and software, it also enables buyers, sellers, manufacturers, and partners to cooperate via network technology like Internet and Intranet as well as existing business facilities.

In essence, e-commerce includes both electronic business and electronic business system. It is easier for people to accept the naming in its narrow sense, because there is similar naming in many other fields such as computerized accounting and electronic finance. What the naming emphasizes is the electronic transforming process from the primary manual work stage to an advanced stage and from partiality to entirety. However, the broad sense stresses its prerequisites, focus, emphasis, purposes and standards, and points out its expected level and effect. It is a stricter definition reflecting the requirements of the era of e-commerce. From the systematic point of view, it emphasizes man's central position in the system, associating man and environment, man and tools, and man and the objects of labor. Defined from systematic goals and systematic components, e-commerce has got the nature of productivity. Thus we can say that the narrow sense naming stipulates the basic category, while the broad sense naming represents modern features and realistic significance.

Before we go ahead one essential thing that one needs to understand is the concept of e-commerce. To make the understanding of the entire concept quite simple we can compare an online store with a normal shop. In both the online store and the normal shop one would have all the commodities arranged in a proper manner. Now it would depend upon the customer as to what he/she needs. One reaches the shop, goes through the products that have been kept on display, finds the stuff that he/she needs to put it in a shopping cart, goes to the payment counter and makes the payment. In the same way in an online store, the customer comes into the store by logging in his/