电子商务英语

（第二版）

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Product

Profit

Business

Team

Technology

Work

21 世纪电子商务与现代物流管理系列教材

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内 容 提 要

本书以电子商务和网络技术为背景，精选了 15 篇英语文章，内容涉及信息技术、网络安全、电子商务、营销艺术、经营理念、广告设计和商务计划书等各个领域。在旧版的基础上更新了 1/3 的内容。

本书语言具有较强的时代气息，内容具有较强的可读性和实用性。每课内容主要包括：课文、单词、难句分析、技能训练和两种阅读材料。阅读材料其一是对课文的补充，其二是商务或计算机领域词汇的定义或术语。为了方便自学，书后附有参考译文和练习答案。

本书可作为本、专科电子商务专业或其他相关专业的英语教材，也可供自学者使用。

本书配有 PPT 电子教案，读者可以从中国水利水电出版社网站以及万水书苑免费下载，网址为：http://www.waterpub.com.cn/softdown/或 http://www.wsbookshow.com。

前　　言

　　近年来电子商务发展迅速，国内外电子商务网站如雨后春笋竞相建立，加之世界各大著名的搜索引擎的推波助澜，使得电子商务向更广阔的空间发展，势不可挡。本书正是根据电子商务学科的发展和教学改革的需要进行修订的。

　　《电子商务英语》是适应高等职业教育本、专科电子商务专业或相关专业的需要而编写的专业英语教材。在编写设计上出于以下考虑：

　　首先，它是专业英语教材而不是电子商务专业教材，是让学生将英语作为学习电子商务专业知识的工具。因此，该书的课文部分并没有按电子商务系统知识为主线编写，而是选择以当前最新的、最具有时代感的、与商务活动和计算机网络相关的经济类和科普类文章为主要学习内容。大多数课文及阅读材料的内容可读性强。

　　其次，每课中所设计的"常用定义与术语"都是涉及计算机和电子商务活动的常用词汇解释，旨在扩大学生专业英语的词汇量和提高学生阅读专业文章的能力。

　　第三，考虑到本书的主要对象是大专院校的学生，他们的英语语法知识都已经在中学阶段和大学公共英语课程的学习阶段中掌握，所以，本书不再重新介绍语法知识，个别语法现象在句子分析中解决。

　　第四，在每一课中都设有"技能训练"一项，旨在帮助学生提高英语应用文写作的能力，以便适应电子商务活动主要依靠书面文字进行沟通的特点。

　　第五，为了方便学生阅读，也为了提高学生快速阅读与归纳总结的能力，以及英文书面表达的能力，在每课课文及阅读材料的前面都配有该文的摘要和关键词。

　　最后，为了方便自学者，在书后附有课文、阅读材料和常用定义与术语的中文译文以及练习答案。

　　本书共设十五课，建议安排 120 学时。教师可根据实际情况对课程内容灵活使用，对课时安排予以调整。本书配有电子教案，可供读者参考。

　　由于编者水平有限，书中错误及不当之处敬请读者批评指正。

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编　者
2014 年 6 月

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目 录

Lesson One

Key point: word-formation in the computer and e-commerce fields
Difficult points: derivation
Requirements:
By the end of this lesson, you should be able to have a good command of
- three methods of word-formation in the computer fields
  e-commerce terms given in the lesson

By the end of this lesson, you should be able to
- know the five important skills necessary for business success
  describe your experience of using Wifi
  describe your experience of using one or more above skills in your social activities

Five Important Skills Necessary for Business Success

Abstract: The article introduces the five important skills which can help you make your business successful. They are the skills of communication, networking, perspective, time management and delegation.

Key words: communication; networking; perspective; time management; delegation

Could knowledge learned in schools really help us to play good roles in the workplace? In fact, a lot of soft powers are most important than our theories learned in schools. Among them there are five necessary skills to help us to make our business successful.

Communication

You may have the greatest ideas in the company, but no one will know that if you can't communicate them.

It's important to be clear and professional in your communications, whether that's over email, in meetings, or one-on-one. Observe colleagues and superiors whom you admire to see if you can learn and adopt their most effective communications techniques. Take care in composing emails to your boss, colleagues and clients; don't get lazy simply because of the communications medium.

"The ability to effectively communicate really is the bedrock to develop critical relationship within the organization itself and sets the tone for development and movement," says Michael Steinerd, director of recruiting for indeed.

To be an effective communicator, it's just as important to listen and ask questions as it is to put forth your own ideas. Listening carefully to your audience will help you determine whether your ideas are being understood, and gauge how well your goals jibe with the interests of the people you're addressing.

Prepare in advance, and practice what you're going to say. "When you get on the phone with a client, when you go into an internal meeting, when you are talking to your boss in a performance review, preparation is really the key to getting your point across," says Peggy Klaus, an executive coach and author of *The Hard Truth About Soft Skills*. You want to develop "the ability to speak with both warmth and strength, using both parts of your personality to be dynamic and insightful."

Don't shy away from difficult conversations: They're an important part of effective communication and are better tackled directly rather than avoided.

Networking

Another much-neglected workplace skill is networking, both inside and outside of your organization. Many people assume they can stop developing their networks once they've landed a job. But continuous networking is key to success within your workplace—and to find another role if and when you're ready to change jobs.

"People think that if they show up on time and do a good job that they will be rewarded," Klaus says. "You've got to let people know what it is that you're doing, not only so that you can advance your career, but so that people can use your expertise and services."

With more organizations relying on cross-functional teams and projects that reach across divisions, you need to network internally. You also will open yourself, and your team, to more opportunities if you have a strong internal network.

Identify people you admire inside and outside your company, whether for their technical or soft skills, and make an effort to cultivate them. Continually look for ways you can help these individuals rather than focusing on what you can get out of them.

"The people that are more successful aren't thinking about networking, but connecting: How do I connect this need with this resource?" says George Bradt, author of the forthcoming book *First-Time Leader*. "They fundamentally believe in helping everybody they're helping themselves."

Perspective

Taking into consideration another person's goals, interests, and beliefs is central to any relationship. It's not enough to be named team leader if you want to get the cooperation of others—especially when the people on your team aren't your direct reports.

"Anybody at any level in any organization has to influence people who influence other people," Bradt says. "You have to co-create a shared purpose and drive toward the cause, and they don't teach you that in school."

The simplest way to learn someone else's perspective is to ask, and then listen carefully to the answer. You can also read body language and consult with colleagues.

Perspective taking is particularly useful when it comes to your boss. These days, supervisors and managers have more responsibilities and stress than ever—typically with fewer resources. They're often doing the same job that two people would've filled a decade ago.

"You are there to help them and to make them look good. Any way you can do that, do it," says Klaus. "Look at the personal side of that boss rather than as a figurehead. Think about him or her as a person. The compassion, empathy, is really important."

Time management

Look at your to-do list. To get to the bottom, would you need to work solidly for a day? A week? A month? A quarter? You're not alone. We all have more tasks and responsibilities than hours in the day it would take to complete them. The answer is to prioritize rigorously and manage your own energy.

"The whole secret to time management comes down to saying, 'No, thank you. If I take on that project, I won't do the other ones well,' " Bradt says. If your supervisor or teammates demand that you shoulder more tasks, insist that they provide additional resources, give a later deadline, or help you decide which of your other responsibilities to bo off-loaded.

It doesn't benefit anyone to keep saying yes, whether that's to new projects, conference calls at inconvenient times, or other additional work. You'll end up burnt out with a mediocre track record.

Instead of letting other people's problems and urgent requests dictate the shape of your day, decide for yourself which tasks you need to complete personally and do well, and make those your first priority. List them on a sticky note on your wall if you need to be reminded of them when emails or calls distract you.

Delegation

Along with prioritization comes the need to delegate well. If a task doesn't need to be completed by you, find someone else to delegate to, and manage the project indirectly. (The items at the very bottom of your to-do list may never get done—and that may be OK.)

"At any level you are always delegating. You are always relying on others," Bradt says. "If you don't have too much to do, the organization is in trouble."

To effectively delegate, you must first believe the person who's taking over the task can complete it well, even if the path or the solution itself differs from what you would've done. Give clear direction, lay out parameters, make needed resources available, and provide any needed training. Then, step out of the way.

To develop any one of these skills, the most important piece is practice. Start small and persist. Ask for feedback from colleagues and mentors. And don't give up!

New Words

gauge	n. 标准；vt.测量；评估
jibe	vi.一致；符合
network	n. 网；网状物；vt. 使成网状
cross-functional	a. 跨职能的
perspective	n. 透视；正确观察事物相互关系的能力；眼力；a. 透视的
figurehead	n. 挂名首脑；傀儡

mediocre	a. 平庸的；n. 庸人
distract	v. 转移；分散注意力
delegation	n. 委派；代表团
delegate	v. 委派；授权
prioritization	n. 优先
parameter	n. 参数
mentor	n. 导师

Sentence Explanations

1. Observe colleagues and superiors whom you admire to see if you can learn and adopt their most effective communications techniques.

观察你敬佩的同事和上级，看看你能否学习和采用他们最有效的沟通技巧。

由 if 引起的是一个名词从句，做 to see 的宾语。if 在这里做"是否"解。

2. Listening carefully to your audience will help you determine whether your ideas are being understood, and gauge how well your goals jibe with the interests of the people you're addressing.

仔细倾听听众的反应可以帮助你确定他们是否理解了你的想法，同时还可以估量你的目标是否与听众的兴趣相一致。

Listening carefully to your audience 是动名词短语，做主语。

determine 和 gauge 是并列关系，他们引起的不定式短语都是做 help 的宾语补足语。

3. You've got to let people know what it is that you're doing, not only so that you can advance your career, but so that people can use your expertise and services."

你需要让人们知道你在做什么，这样不仅可以让自己的职业有更好的发展，而且人们还可以利用你的专业知识和服务。

What it is that you're doing 你正在做的是什么，what 引起的是一个名词从句，做 know 的宾语；it 是先行代词，代替后面的 that you're doing。由 not only…but …连接的两个 so that 引起的状语从句都用来表示结果。

4. To effectively delegate, you must first believe the person who's taking over the task can complete it well, even if the path or the solution itself differs from what you would've done.

要有效地放权，首先必须相信，接管任务的人能够很好完成工作，即便他所采取的方式或解决方案与你有所不同。

Who's taking over the task can complete it well，定语从句，修饰前面的名词 person。even if 引起让步状语从句，在这个从句中含有一个名词从句 what you would've done，做 from 的宾语。

Exercises

1. Try to describe your experience of using one or more above skills in your social activities.

2. Please describe your experience of using Wifi. (Read the following Reading Materials first.)

Skill Training

Word-formation in the E-commerce Fields

在电子商务和计算机领域中，新的词汇层出不穷，究其构成规律，仍不外乎构词法。常见的构词法主要有以下几种：

1. **派生法** 英语单词最基本的部分叫做词根。它是单词中不变化的部分，表达单词的最基本的意义。它的前面和后面都可以接上词头和词尾，也叫做前缀和后缀。

（1）前缀通常用来引伸或转变单词的意义。如：词根 put，加上不同的前缀就有不同的涵义：input 输入量；output 输出量。如果能够熟练掌握各种前缀的基本涵义，我们就能大致了解新构成单词的意义。

例：

前缀	例词
ad- 添加；到	add 添加；adjoin 接；贴；addition 加
anti- 反对；抗	antimagnetic 抗磁；antifreeze 防冻
auto- 自己；自（动）	automatic 自动的；autodetector 自动检波器
co- 一起；共；和	co-exist 共存；co-operate 合作；cohesion 凝聚
con- 共同；一起（在 l 前为 col-；在 m,b 或 p 前为 com-；在 r 前为 cor-）	connect 联结；combine 结合；correlative 有相互关系的
hyper- 超越；超级	hypermedia 超媒体；hypertext 超文本；hyperfine 超精度
inter- 在……间；相互	interface 接口；界面；Internet 互联网络；interconnect 互相联络
micro- 微；小；百万分之一	microcode 微代码；microprocessor 微处理器
multi- 多	multimedia 多媒体；multiprocessor 多处理器；multiprogram 多程序
over- 超过；过分	overcharge 过量充电；overload 超载
re- 再次；重复	recover 再覆盖；reset 再启动（热启动）；recheck 再核对
super- 超	superclass 超类；superhighway 超级公路；supersonic 超音速的
tele- 远程的	telegram 电报；teletext 图文电视；telemarketing 电话购物
un- 不；未	unable 不能的；unequal 不相等的；unstable 不稳定的

（2）后缀通常用来改变一个词的属性，例如，动词 develop 发展；开发。加上形容词后缀 –able，成 developable 可发展的；加上名词后缀-er，成 developer 开发者；加上名词后缀 -ment，成 development 发展；开发。

例：

后缀	例词
-able（形容词词尾）能……中的	movable 可移动的；programmable 可编程的；scalable 可缩放的
-graph （名词词尾）表示写、画、记录结果或用具	photograph 照片；spectrograph 分光摄像仪；monograph 专题；论文
-ity （名词词尾）表示……的性质、状态；……性	possibility 可能性；availability 可用性
-meter （名词词尾）……计量仪器	Micrometer 千分尺；telemeter 测距仪；ammeter 安培表
-scope （名词词尾）……探测仪器	baroscope 验压器；telescope 望远镜；microscope 显微镜

2. 合成法　由两个或两个以上的词组成一个复合词，其组成的部分之间有时用连词符号"-"连接，有时连在一起写，中间不用连词符号。它们可能是由形容词+名词，形容词+形容词，名词+形容词，介词+名词等构成。如：

keyboard 键盘	fanin 扇入	online 在线
hardware 硬盘	fanout 扇出	pull-down 下拉
software 软盘	login 登录	pull-up 上拉
download 下载	logout 撤销	lead-free 无线的
upload 上载	handshake 握手	jumper-free 无跳线的
point-and-click 点击	user-centric 以用户为中心的	plug-and-play 即插即用
end-user 终端用户	store-and-forward 存储转发	front-user 前端用户

3. 缩合法　两个或两个以上的词通过各自裁减之后拼接成一个新词，它可能是两个词的前部拼接，可能是一个词的前部和另一个词的后部拼接，也可以将一个词的前部与另一个词拼接，以及其他部分的拼接。这样产生的新词往往兼有所参与组合的各个词的涵义。在计算机领域中很多新词是通过这种方法诞生的。如：

新词	参与组合的词
e-commerce 电子商务	electric（电子）和 commerce（商务）的缩合
e-cash 电子货币	electric（电子）和 cash（货币）的缩合
ResEdit 资源编辑器	Resource（资源）和 Editor（编辑）的缩合
Compuser 计算机用户	computer（计算机）和 user（用户）的缩合
Codec 编码译码器	coder（编码器）和 decoder（译码器）的缩合
Fortran（一种高级计算机语言的名称)	formula（公式）和 translation（翻译）的缩合
d-base 数据库	data（数据）和 base（基地）的缩合

4. 缩写法　将较长的英文单词取其个别几个字母构成一个缩写词。缩写的规则不尽相同，可能取部首几个字母，可能取首尾两个字母，也可能按音节缩略等。缩略词的形成是约定俗成的，有的时候同一个词有若干个缩写词，也有时候一个缩写词可能有好几个不同的解释。这要依照上下文来确定意义。如：

info = information 信息	ofc =office 办公室	ID = Identification 身份证
lab =laboratory 实验室	wk = week 星期	Fax = facsimile 传真
math = mathematics 数学	bldg =building 楼	ad = advertisement 广告

还有一种情况是将一组词缩写，取每个词的第一个字母或部首几个字母重新组合，成为一个新词。如：

缩写词	缩写词英文原意
IC 集成电路卡	integrated circuit card
DES 数据加密标准	data encryption standard
PKI 公钥基础设施	public key infrastructure
PC 个人计算机	personal computer
www 全球网	world wide web
BBS 公告栏系统	bulletin board system
UPS 不间断电源	uninterruptible power supply
asap 尽可能快地	as soon as possible
SVGA 超视频图形显示阵列	super video graphics array

在电子商务活动中缩写词是常见的，如：DSA=digital signature algorithm; DSS=digital signature standard; DES=data encryption standard; D-HTML=dynamic HTML; EDI=electronic data interchange; EDIFACT=electronic data interchange for administrators, commerce and transport; ECC=elliptic curve cryptography; IMAP=internet message access protocol; OCR=optical character recognition; PKCS=public-key cryptography standard; VPN=virtual private network 等。

Exercises

Try to find out the derivative, compounding, blending and shortening words in this text and following texts and reading materials. Explain their meanings please.

Reading Materials

No free Wi-Fi—The Biggest Tourist Complaint

Abstract: A new survey conducted by accommodation group Thistle Hotels shows that the average holidaymaker spends at least an hour a day of their down-time logging on to social media portals or checking other favorite websites and free wi-fi is very important to holidaymakers.

Key words: survey; holidaymakers; free wi-fi

Not so long ago, the weary tourist would head off on holiday for the simple pleasures of recharging their batteries, topping up their tan and relaxing on a sun-lounger.

Now, it seems, we are more likely to spend our time away catching up online with friends and acquaintances than gaze at the horizon or the contents of a good book.

A new study has found that the average holidaymaker spends at least an hour a day of their down-time logging on to social media portals or checking other favourite websites.

In fact, so obsessed are we with the online world that a new holiday annoyance – hotels and resorts charging for wi-fi access – has joined the more familiar worries that can have travellers reaching for complaint forms and their booking terms and conditions.

The survey was conducted by accommodation group Thistle Hotels, which asked 2000 people

about their regular holiday peeves.

The top frustration was still the issue symbolised by the manic face of Basil Fawlty, with 69 per cent of those questioned saying rude hotel staff were their key bone of contention.

To find that your room is still being cleaned, and is not ready when arriving your resort was the second most common concern – suggested by 45 per cent of responders.

But a sign of changing times is there at number three, with a very modern complaint – being forced to pay for wi-fi – causing grumbles with over a third of people (38 per cent).

Other widespread holiday flashpoints included a poor selection of food at the resort buffet (37 per cent of those questioned) and a hotel being further from a destination's attractions and restaurants than advertised (32 per cent).

Our determination to be tweeting and liking even when we are supposed to be taking a break from the norm is also apparent in the survey's list of what are considered to be the most important elements of a stay at a place in the sun。

Over half of the responders (51 per cent) said that free wi-fi is crucial to their enjoyment of their escape – ranking higher than a hotel having a swimming pool (49 per cent) being close to a destination's attractions (41 per cent) and offering in-room TVs (37 per cent).

"It's crazy to think that, in 2014, hotel chains are still charging for wi-fi," says Mike DeNoma of Thistle Hotels.

"Our research shows that free wi-fi is very important to holidaymakers."

Free Wifi

Abstract: MDIF plans to launch hundreds of satellites into orbit by 2015, and provide the user to share free Wifi.

Key words: MDIF; satellite; free Wifi; sharing of data

You might think you have to pay through the nose at the moment to access the Internet.

But one ambitious organization called the Media Development Investment Fund (MDIF) is planning to turn the age of online computing on its head by giving free web access to every person on Earth.

Known as Outernet, MDIF plans to launch hundreds of satellites into orbit by 2015.

Using something known as datacasting technology, which involves sending data over wide radio waves, the New York-based company says they'll be able to broadcast the Internet around the world.

The Outernet team claims that only 60% of the world's population currently have access to the wealth of knowledge that can be found on the Internet.

This is because, despite a wide spread of Wi-Fi devices across the globe, many countries are unable or unwilling to provide people with the infrastructure needed to access the web.

The company's plan is to launch hundreds of low-cost miniature satellites, known as cubesats, into low Earth orbit. Using a technique known as User Datagram Protocol (UDP) multitasking, which is the sharing of data between users on a network, Outernet will beam information to users.

Useful Terms and Definitions

E-commerce

The use of electronic transmission mediums to engage in the exchange, including buying and selling, of products and services requiring transportation, either physically or digitally, from location to location.

Windows

Short for Microsoft Windows, a graphical user interface for DOS computers. Microsoft Windows provides a common way of using programs, making them easier to learn. Plus, Windows manages the way your PC works and takes care of common chores, such as working with the printer and disk drive. For example, when you set up a printer in Windows, that printer is automatically available in all your Windows programs. This lets us poor users concentrate on our work rather than on fussing with the computer and printer drivers or some such. Microsoft Windows provides access also to your computer's extended memory (memory above the first megabyte in your computer) and allows multitasking on 386 and higher computers.

Lesson Two

Key point: the terms and definitions of e-commerce

Difficult points: describing how internet works

Requirements:

By the end of this lesson, you should be able to have a good command of

- useful terms given in the lesson

  preparing an English business card for yourself or for any other Chinese people

By the end of this lesson, you should be able to

- describe how internet works

  discuss about the Hackers' Conference

🏠 How the Internet Works

Abstract: The article introduces how the e-mail travels on the Internet, what a back bone provider is and how internet companies connect to each other.

Key words: big carriers; online world; backbone provider; solution to safeguard competition on the internet

To see how big carriers could control the online world, you must understand its structure.

How does E-mail travel on the Internet to reach someone far away?

When Jennifer, who lives in Pasadena, Calif, wants to send an E-mail message from her home computer to her mother in Washington D.C., she uses a local Internet service provider (ISP) such as EarthLink Network Inc. (ELNK). EarthLink gives Jennifer access to the Internet, much in the way that an onramp puts a driver on the national high way system.

After Jennifer's computer makes a local telephone call to EarthLink's local bank of modems, Jennifer types in her E-mail message and hits "send". Based on Mom's E-mail address, EarthLink will recognize that Mom is a customer of an ISP in Washington called Erols Internet Inc. (RCNC). EarthLink will then send the E-mail to an Internet "backbone provider", such as GTE Corp. (GTE), to route it along its way.

What is a backbone provider and why is it important on the Internet?

Backbone providers are the Internet players that typically own and lease long-haul fiber-optic cables spanning a large region. They also own the communications gear that directs traffic over the Internet. There are only a handful of major backbone providers, including MCI, WorldCom, Sprint