



职业教育“十二五”规划教材
电子商务专业



第2版

兰征 主编

DIANZI SHANGWU YINGYU

电子商务英语



机械工业出版社
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职业教育“十二五”规划教材——电子商务专业

电子商务英语

第2版

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机械工业出版社

本书在继承了第1版优点的基础上,在内容上进行了更新、补充,在结构上又增加了“听说”和“角色扮演”模块,强调了教学方法的使用,突出了对英语综合能力的训练。“阅读”和“进一步学习”模块,由教师根据学生的实际情况作灵活的处理,可采用分层教学,使每位学生都能从中受益,从而在原有的基础上有所提高。

本书内容丰富,图文并茂,易于理解。课文语言浅显,具有较强的时代气息,内容具有较强的可读性。全书设8个单元,共14课,内容涉及互联网基础、电子商务基础、网络营销、电子支付与网络安全、电子商务物流等方面。每课主要包括:热身练习、阅读、语言学习、听说、角色扮演、进一步学习、翻译7个模块。在每个单元结束时,都设有单元任务供读者练习。为了方便学习,书后还附有阅读材料的参考译文和练习答案。

本书既可作为中等职业学校电子商务专业、国际商务、市场营销专业及相关专业的教材,还可作为培训用书和自学爱好者的参考书。本书配有免费电子教案和音频资料,可登录 www.cmpedu.com 免费注册下载,或联系编辑 010-88379194 索取。

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前 言

《电子商务英语》第1版自2006年7月出版以来,得到了广大读者的大力支持,也收到了使用单位提出的宝贵意见和建议。在此,我们首先对使用该书的各地学校、对该书提出宝贵意见和建议的学校和师生们表示我们最诚挚的谢意。

近年来,电子商务发展日新月异,出现了许多新技术,人才需求市场也更加重视电子商务专业学生的沟通交流能力、再学习能力等重要的社会能力,英语教学方法也获得了多种有效的教学成果。回首审视《电子商务英语》第1版,在内容、结构和风格上略显不足,并与当前社会需求有了一定的差距。

因此本次修订将在秉承第1版优点的基础上,对教材中存在的不足进行修改,使该书更具生命力。

一、本书的编写依据

1. 立足于人才市场需求

在近几年中,我们就市场上用人单位对该专业的人才需求情况进行了全面的调研。结果显示,在对专业知识有一定要求的基础上,用人单位对人才首先看重的是其社会能力,即与客户的沟通交流能力、语言表达能力、团队合作能力和再学习的能力等。在对毕业生进行访谈后,我们发现他们回顾校园学习时,希望在英语学习方面加强力度的愿望更加强烈。

2. 适合学生学习特点

好动、喜表现自己、对活泼有趣的事情感兴趣,对过长的文字缺少阅读的耐心,这些是多数中职生的特点。鉴于此,该书在内容和结构上更加突出了学习方法的建议。

3. 引进英语教学优秀成果

编者所在学校的英语教学在第一学年的教学中,采取了分层教学,使每一位学生在自己原有的英语水平基础上均有所提高。我们将这一思想尽量纳入到本书的编写中。

二、本书的主要特色

1. 结构清晰而丰富

本书分8个单元,14课。每一课均由7个模块组成: Warm-up (热身练习)、Reading (阅读)、Language Study (语言学习)、Listening and Speaking (听说)、Role Play (角色扮演)、For Further Study (进一步学习)、Translation (翻译)。每个单元结束后还有 Unit Task (单元任务)。

每一课均由与该课主题相关的开放式的问题引入,课后配有与课文紧密相关的问题作为对课文内容的巩固。在“语言学习”中,又以多样的形式使学生掌握词汇、语法和当课的重点内容。“听说”是根据每课的内容设计的对话,用来锻炼学生的听说能力。“角色扮

演”则给学生提供了语言应用的广阔空间，是英语综合能力的锻炼途径。“进一步学习”以具有时代性的阅读材料、小知识等使学生了解相关内容的发展动态。“阅读”与“进一步学习”这两部分由教师根据学生的实际情况作灵活的处理，可采用分层教学，使每位学生都能从中受益，从而在原有的基础上有所提高。为了方便学习，书后附有阅读材料的参考译文和练习答案。

2. 突出强调教学方法

本书全程贯彻分层教学和角色扮演方法。“热身练习”是每一位学生必须参与的预备性学习；“听说”和“角色扮演”给了学生更广阔的选择空间，在这里，具体对话内容可以由表演者根据自己的水平自由地设计。“进一步学习”适合于还有更多精力和潜力及兴趣的学生阅读和讨论。对于每一课中的 7 个模块，教师可以灵活掌握所需教学的内容。

3. 听说练习紧扣课文内容

每课中的“听说”均是以课文为练习内容，或是根据当今社会热点问题进行编写，一方面加深对电子商务英语的运用，另一方面培养和锻炼学生的口头表达能力和对英语的综合运用能力。

三、本书的定位

本书的定位主要是中等职业学校电子商务专业的学生，也适合中等职业学校国际商务、市场营销等专业相关课程的教学，同时也适合高职学生对电子商务专业英语的学习。全书设 8 个单元，共 14 课，建议每周 2 学时，总共为 36 学时，具体分配如下：

单 元	课 文	学 时
Unit One	Lesson 1 What Can We Do on the Internet?	2
	Lesson 2 WWW, Search Engine and E-mail	2
Unit Two	Lesson 3 A Case of E-commerce	2
	Lesson 4 What Is E-commerce?	2
Unit Three	Lesson 5 Business to Consumer EC	2
	Lesson 6 Business to Business EC	2
Unit Four	Lesson 7 Going Global with E-marketing	2
	Lesson 8 How to Build a Website That Sells?	2
Unit Five	Lesson 9 Credit Card	2
	Lesson 10 Digital Cash	2
Unit Six	Lesson 11 Firewall	2
	Lesson 12 Encryption and Digital Signature	2
Unit Seven	Lesson 13 Community E-commerce	3
Unit Eight	Lesson 14 What Is Logistics?	3
机 动		4
复习考试		2
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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，可以采取分层教学法，使得每一位学生都能从中受益。

本书由兰征任主编，陈怡帆任副主编。参加编写的还有吕晓岚、李慧、梅傲寒、陶冶、祝小云。除“听说”之外的内容编写分工如下：第1、2、4、6单元由兰征编写，第3、5单元由吕晓岚编写，第7单元由陈怡帆、兰征共同编写，第8单元由陈怡帆、祝小云共同编写。“听说”部分的编写分工如下：第1、4单元由梅傲寒编写，第2单元由陶冶编写，第3、5单元由吕晓岚编写，第6、7单元由李慧编写，第8单元由陈怡帆编写。全书由兰征统稿。

本书的编写凝聚了第1版和修订编写小组全体编写人员新颖的创意、闪光的智慧和辛勤的劳动。由于编者水平有限，时间仓促，本书难免有疏漏差错之处，在此恳请专家同仁批评指正。

编 者

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Unit One Brief Introduction to Internet

Lesson 1



What Can We Do on the Internet?

Warm-up

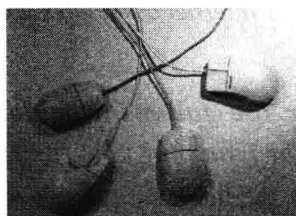
Tick the following words or expressions that are closely associated with the Internet.

- ☐ telephone
- ☐ electric lines
- ☐ VCD
- ☐ web

- ☐ E-mail
- ☐ computers
- ☐ wireless systems
- ☐ browsers

Look at the pictures and write down the names with the words in the box.

a monitor
four mouses
a mobile phone an MP3



Reading

● Pre-reading

1. Have you ever used the Internet?
2. What do you do on the Internet?

● Text

Nowadays, the Internet is no longer a new thing to us as it has infiltrated every aspect of our life and work. If we do not search the Internet for just one day, we would feel uneasy and kind of losing something. We are now living in the cyber world. What can we do on the Internet?

We can chat and look for entertainment. QQ and MSN enable us to keep in touch with our families or friends at any time. Online shopping is no longer a kind of fashion, but a way of living. Blog and twitter provide another platform for us to communicate with the external world.



We can share information, discuss heated issues. The Internet is an open platform for us to express individual opinions freely under certain rules.

We can work on line. More and more governments, enterprises and schools have employed online office to promote working efficiency.



We can also do business on line. In recent years, e-commerce has been developing rapidly. Many people regard Taobao as the innovation park for them to launch their careers and some even has established perfect e-commerce companies. Shopping on line has become a common pattern of consumption.

In 21st century, the Internet associates with our daily life in every aspect.

● Post-reading

1. Decide whether the following statements are true or false according to the passage. Put "T" for true and "F" for false in the space provided.

- _____ (1) Nowadays, the Internet has infiltrated every aspect of our life and work.
- _____ (2) We can't chat on the Internet, we can only look for information we need.
- _____ (3) On the Internet, we can express individual opinions freely under certain rules.
- _____ (4) We can do business on line.
- _____ (5) Governments, enterprises and even schools have employed online office to promote working efficiency.

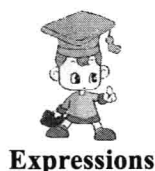
2. Answer the following questions according to the text.

- (1) What can we do on the Internet?
- (2) What does the Internet enable us to do?
- (3) Is the Internet a true community (社会)?

● Word List



Internet ['intə:net]	<i>n.</i> 互联网
infiltrate [in'filtreit]	<i>v.</i> 渗透
cyber ['saibə]	<i>n.</i> 网络
entertainment [entə'tenmənt]	<i>n.</i> 娱乐
blog ['blɒg]	<i>n.</i> 博客
twitter ['twitə]	<i>n.</i> 微博
online ['ɒnlaɪn]	<i>adj.</i> 在线的 <i>adv.</i> 在线上
individual [ˌindi'vidjuəl]	<i>adj.</i> 个别的; <i>n.</i> 个人, 个体
opinion [ə'pinjən]	<i>n.</i> 观点
enable [i'neɪbl]	<i>v.</i> 使……能够
launch [lɔ:ntʃ]	<i>v.</i> 开创



enable ... to do	使……能做……
keep in touch with	与……保持联系
heated issues	热点问题
regard ... as	把……看成
launch a career	开创一项事业
associates with	与……联系

»» Language Study

1. **QQ and MSN enable us to keep in touch with our families or friends at any time.** QQ 或 MSN 可以使我们和自己的亲朋好友随时联系。

keep in touch with 与……保持联系。

- e.g. we often keep in touch with our families or friends by mobile phone in daily life.

在日常生活中, 我们通过手机和家人朋友保持联系。



2. **Online shopping is no longer a kind of fashion, but a way of living.**

no longer ..., but ... 不再是……, 而是……, 与 no ..., but ... 是同一含义。

3. **... the Internet enables companies, organizations and individuals to communicate easily and quickly.**

individual: 做形容词“个别的”, 其反义词是 general; 做名词“个人、个体”, 则与 society 相对。

e.g.

- (1) The famous toastmaster of CCTV Shuijunyi has an individual style of speaking.

中央电视台著名主持人水均益有着独特的谈话风格。

(2) What a lovely individual she is.

她是多么可爱的人呀！

● Exercises

1. Fill in the blanks with the proper words according to the text.

(1) We are now living in the _____ world.

(2) QQ and MSN enable us to keep in _____ with our families or friends at any time.

(3) On line shopping is no longer a kind of fashion, _____ a way of living.

(4) Many people regard Taobao as the _____.

2. Choose a word from the word list below to fill in the blank in each of the following sentences. Change the form of the word where necessary.

Fashion regard touch launch pattern uneasy

(1) Don't _____ the exhibits.

(2) _____ magazines are glossy.

(3) The _____ is scheduled for Tuesday.

(4) I _____ him as my brother.

(5) What effects our thinking _____?

(6) He feels _____ today.

»» Listening and Speaking

学习完本课文后, Tom 和 Mary 就其中的内容进行了简单讨论, 听听他们在谈论什么……

Surfing the web

Tom: Hey Jerry, how often do you use the Internet?

Mary: Oh, I use it everyday! I check my email, read the news, chat with friends all around the world. It is amazing.

Tom: That's cool! You chat with them by typing text messages, right?

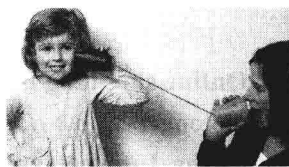
Mary: Not only text, I do "voice chat" too. I have a microphone and speakers. It's like using a telephone, but a whole lot cheaper.

Tom: Great! Do you go shopping online? It is so cold these days. I'd like to buy a down coat.

Mary: I love it. It's very convenient and the price is even lower.

Tom: But do you think online shopping is safe and reliable?

Mary: Sure. I usually do my online shopping on Taobao.



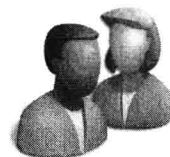
Tom: Are there many things online?

Mary: Sure. You can find everything all over the world. You can check it out online!

Tom: Then what are we waiting for? Let's go online right now.

Role Play

根据 Listening and Speaking 的内容，请同学们分组练习对话内容。



For Further Study

A Brief Introduction to the State of the Development of Internet Work in China

Nowadays, the scale of Chinese Internet users is developing at a sustained high-speed.

By the end of 2010, the number of China's Internet users has reached 4570 million, which increased 73.3 million from the end of 2009. The number of mobile Internet users has come to 3030 million. The most striking of which is the rapid rise of network shopping users. The number of which has increased by 48.6%, forecasting that more economic activities are stepping into the Internet era.

The business application is the front-runner (领跑者) on the Internet, and entertainment application is coming into the stationary phase (平稳期).

At present, entertainment application tends to decline in China, while e-commerce is becoming the most prosperous main force.

More and more small and medium-sized enterprises attempt "cyber marketing". As a consequence (结果), the basic network security is becoming a serious problem which must not be ignored (忽视).

43% of Chinese enterprises own independent web or establish shop on e-commerce platform. 57.2% of Chinese enterprises use the Internet to communicate with their client and provide them consultative service. With the development of e-commerce, network security degree has become the bottleneck (瓶颈) that restricts the development of e-commerce.

(Digest from CNNIC, 2011)

Discussing with your groups:

What do you think is fully the importance of e-commerce development bottlenecks? Why?

Translation

我们在互联网上能够做什么?

今天，网络对我们来说，不再是一个新生事物。它已经渗透到我们工作和生活的方方面面。如果哪一天没有上网，我们会有些许的不自在或感到缺失了什么。我们生活在网络的世界中，在网络上我们能做些什么?

聊天、娱乐。大多数人都有自己的 QQ 或 MSN，通过它们，可以和自己的亲朋好友随时联系。网上购物已经不是时尚，而成为人们的一种生活方式。博客、微博已经成为人们对外联系的又一种渠道。

分享信息，讨论共同感兴趣的话题，发表见解。网络是一个开放的平台，在一定的规则下，我们可以自由谈论。

网上办公。越来越多的政府、企业和学校都已经陆续开始了网上办公形式，大大提高了工作效率。

处理商务。近几年，我国的电子商务正以迅猛的速度发展。很多人都将淘宝网视为自己创业的平台，进而发展成为一个完善的电子商务公司。网购已经成为大多数人购物的一种常见方式。

21 世纪的今天，网络在我们的生活中已如影随形。

Lesson 2



WWW, Search Engine and E-mail

Warm-up

Usually, by what kinds of means for us can we contact our friends in different places? Look at the following pictures, and tell us the ways that Mary and Cheng keep in touch with each other.

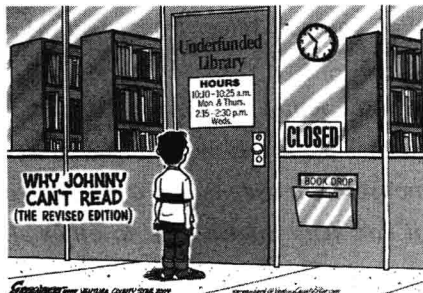


Mary, in American



Cheng, in China

Where can we go to look up when we need some important information for a certain purpose?



Reading

● Pre-reading

1. Which search engine are you familiar with?
2. What do you think the advantages and disadvantages the E-mail has?

● Text

The World Wide Web (WWW), always called simply the Web, is a series of Internet software, which can realize global data sharing. The important structure is client software / server software. The client software, also called browser, can help users log on Internet with a computer and search wanted data from other computers, conducting them and then show them on the users' screens. Most popular browsers are Microsoft's Internet Explorer and Netscape's Netscape. The only thing that the users need to do is to use browser to get wanted data from Web servers.



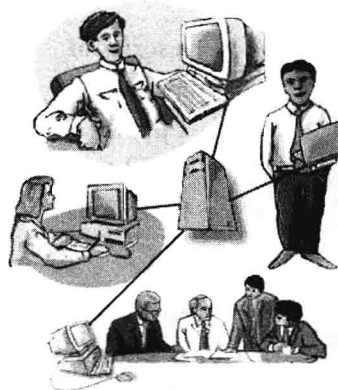
Every Website has a fixed address, called IP address (when is in digital form), or called domain name (when is in literal form). Every Website page has its own file name, and with these identities users can track the data they want to get.

But when we don't know the Website address, or which Website the data user want is on, what can we do?

Search engine can help us.

When you put the key words that are included in the information you want into the search box correctly and then click the search button, it will show a plenty of websites or web pages related to the key words, and then you can select from them. Most popular search engines are Yahoo!, Google, Baidu, etc.

E-mail stands for electronic mail. It was designed for personal and business communications through the Internet. To use E-mail, a user must have an electronic post office and E-mail address. This is composed of a user name, a machine or host name and domain. For example: abc@126.com. E-mail can send information to other clients at the same time, which can save time and make efficiency.



● Post-reading

1. Decide whether the following statements are true or false according to the passage. Put "T" for true and "F" for false in the space provided.

- _____ (1) WWW is always called Web.
 _____ (2) The client software also refers to browser.
 _____ (3) Our favorite browsers are Internet Explorer and Netscape.
 _____ (4) When the website is in literal form, it is called IP address.
 _____ (5) E-mail play an important role in our daily life, because it can save time and make efficiency.

2. Answer the following questions according to the text.

- (1) What is the important structure of the WWW?
 (2) What can help us when we don't know the website address?
 (3) Can the E-mail save time and make efficiency?

● Word List



World Wide Web (WWW)

global ['gləubəl]

client ['klaɪənt]

browser ['brəʊzə(r)]

screen [skri:n]

address [ə'dres]

domain [dəu'mein]

file [faɪl]

identity [ai'dentiti]

track [træk]

engine ['endʒɪn]

key [ki:]

万维网

adj. 全球性的

n. 顾客, 委托人, 客户端

n. 浏览器

n. 屏幕, 显示器

n. 地址

n. 领域, 域

n. 文件

n. 身份

v. 追踪

n. 引擎

n. 钥匙 **adj.** 关键的

vt. 键入