

“十三五”普通高等教育规划教材

电子商务 英语教程

张强华 郑聪玲 周先武 司爱侠 编著



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本书选材广泛, 覆盖了电子商务的类型、电子商务解决方案、B2B、B2C、在线销售、电子商务网站建设与营销、电子商务网站的 SEM 和 SEO、O2O、电子商务支付系统、电子商务安全技术、移动电子商务、电子商务与大数据、电子商务与云计算、购物车软件、计算机网络、无线网络、互联网、物流以及利用社交媒体营销等内容。

本书每一个单元都由以下几部分组成: 课文——选材得当、面广实用; 单词——给出课文中出现的新词, 读者由此可以积累电子商务专业的基本词汇; 词组——给出课文中的常用词组; 缩略语——给出课文中出现的、业内人士必须掌握的缩略语; 注释讲解——进一步讲解课文中出现的疑难知识, 扩大读者的阅读面; 习题——既有针对课文的练习, 也有针对行业考试的练习; 阅读材料——进一步扩大读者的视野; 参考译文 (Text A) ——供读者对照学习。本书课文配有音频材料, 扫描二维码即可收听; 扫描相应的二维码还可以免费获得本书的词汇总表, 既可用于复习和背诵, 也可作为小词典随时查阅。另外, 本书还配有 PPT、参考答案等资料。

本书既可作为高等院校本、专科电子商务相关专业的专业英语教材, 也可供从业人员自学, 还可作为培训班的培训用书。

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前 言

电子商务的极速发展需要从业人员掌握许多新技术和新方法,因此对他们的专业英语水平要求较高。而跨境电子商务的激增,更凸显了专业英语的重要性。具备相关职业技能并精通外语的人员往往能赢得竞争优势,成为职场中不可或缺的人才。本书就是为帮助读者提高专业英语水平而编写的。

本书具有如下特色:

(1) 本书选材广泛,覆盖了电子商务的类型、电子商务解决方案、B2B、B2C、在线销售、电子商务网站建设与营销、电子商务网站的 SEM 和 SEO、O2O、电子商务支付系统、电子商务安全技术、移动电子商务、电子商务与大数据、电子商务与云计算、购物车软件、计算机网络、无线网络、互联网、物流以及利用社交媒体营销等内容。

(2) 体例创新,适合教学。本书内容设计与课堂教学的各个环节紧密切合。每一单元都包含以下部分:课文——提供选材广泛、风格多样、切合实际的两篇专业文章;单词——给出课文中出现的新词,读者由此可以积累电子商务专业的基本词汇;词组——给出课文中的常用词组;缩略语——给出课文中出现的、业内人士必须掌握的缩略语;注释讲解——进一步讲解课文中出现的疑难知识,扩大读者的阅读面;习题——既有针对课文的练习,也有一些开放性的练习;阅读材料——进一步扩大读者的视野;参考译文(Text A)——让读者对照理解和提高翻译能力。本书课文配有音频材料,扫描每单元的课文的二维码下载后即可收听(音频建议用耳机收听);扫描封底的二维码还可以下载本书的词汇总表,既可用于复习和背诵,也可作为小词典随时查阅。

(3) 教学资源丰富,教学支持完善。本书有配套的 PPT、参考答案、音频文件等资料。另外,书中的习题量适当,题型丰富,难易搭配,便于教师组织教学。

本书编者具有 20 多年的行业英语教学与图书编写经验,使本书更符合教学要求,让教师和学生使用本书时更得心应手。在本书使用过程中,有任何问题,读者都可以通过电子邮件与我们交流,我们一定会给予及时答复。我们的 E-mail 地址如下:zqh3882355@sina.com; zqh3882355@163.com。教师也可到机工出版社网站免费下载课件。

本书既可作为高等院校本、专科电子商务相关专业的专业英语教材,也可供从业人员自学,还可作为培训班的培训用书。

编 者

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Unit 1

Text A

What Is E-commerce?

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to “any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact”.

E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

The major different kinds of e-commerce are: Business-to-Business (B2B); Business-to-Consumer (B2C); Business-to-Government (B2G); Consumer-to-Consumer (C2C); and Mobile Commerce (M-commerce).

1. What Is B2B E-commerce?

B2B e-commerce is simply defined as e-commerce between companies. This is the type of e-commerce that deals with relationships between and among businesses. About 80% of e-commerce is of this type, and most experts predict that B2B e-commerce will continue to grow faster than the B2C segment. The B2B market has two primary components: e-infrastructure and e-markets.

E-infrastructure is the architecture of B2B, primarily consisting of the following:

- logistics—transportation, warehousing and distribution (e.g., Procter and Gamble);
- application service providers—deployment, hosting and management of packaged software from a central facility (e.g., Oracle and Linkshare);
- outsourcing of functions in the process of e-commerce, such as web-hosting, security and customer care solutions (e.g., outsourcing providers such as eShare, NetSales, iXL Enterprises and Universal Access);
- auction solutions software for the operation and maintenance of real-time auctions in the



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Internet (e.g., Moai Technologies and OpenSite Technologies);

- content management software for the facilitation of website content management and delivery (e.g., Interwoven and ProcureNet); and
- Web-based commerce enablers (e.g., Commerce One, a browser-based, XML-enabled purchasing automation software).

E-markets are simply defined as websites where buyers and sellers interact with each other and conduct transactions.

Most B2B applications are in the areas of supplier management (especially purchase order processing), inventory management (i.e., managing order-ship-bill cycles), distribution management (especially in the transmission of shipping documents), channel management (i.e., information dissemination on changes in operational conditions), and payment management (e.g., Electronic Payment Systems¹ or EPS).

2. What Is B2C E-commerce?

Business-to-Consumer e-commerce, or commerce between companies and consumers, involves gathering customers information; purchasing physical goods (i.e., tangibles such as books or consumer products) or information goods (or goods of electronic material or digitized content, such as software, or e-books); and, for information goods, receiving products over an electronic network.

It is the second largest and the earliest form of e-commerce. Its origins can be traced to online retailing (or e-tailing). Thus, the more common B2C business models are the online retailing companies such as Amazon.com, Drugstore.com, Beyond.com, Barnes and Noble and ToysRus. Other B2C examples involving information goods are E-Trade and Travelocity.

The more common applications of this type of e-commerce are in the areas of purchasing products and information, and personal finance management, which pertains to the management of personal investments and finances with the use of online banking tools.

B2C e-commerce reduces transactions costs (particularly search costs) by increasing consumer access to information and allowing consumers to find the most competitive price for a product or service. B2C e-commerce also reduces market entry barriers since the cost of putting up and maintaining a website is much cheaper than installing a “brick-and-mortar” structure for a firm. In the case of information goods, B2C e-commerce is even more attractive because it saves firms from factoring in the additional cost of a physical distribution network. Moreover, for countries with a growing and robust Internet population, delivering information goods becomes increasingly feasible.

3. What Is B2G E-commerce?

Business-to-Government e-commerce or B2G is generally defined as commerce between companies and the public sector. It refers to the use of the Internet for public procurement, licensing procedures, and other government-related operations. This kind of e-commerce has two features: first, the public sector assumes a pilot/leading role in establishing e-commerce; and second, it is

¹ Electronic Payment System—the system of non-cash transactions, placement of contracts and money transfers between sellers and purchasers, banks and their clients, with the help of means of electronic communications using information encoding and its automatic processing.

assumed that the public sector has the greatest need for making its procurement system more effective.

Web-based purchasing policies increase the transparency of the procurement process and reduces the risk of irregularities. To date, however, the size of the B2G e-commerce market as a component of total e-commerce is insignificant, as government e-procurement systems remain undeveloped.

4. What Is C2C E-commerce?

Consumer-to-Consumer e-commerce or C2C is simply commerce between private individuals or consumers. This type of e-commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers. It perhaps has the greatest potential for developing new markets.

This type of e-commerce comes in at least three forms:

- auctions facilitated at a portal, such as eBay, which allows online real-time bidding on items being sold in the Web;
- peer-to-peer systems, such as the Napster model (a protocol for sharing files between users used by chat forums similar to IRC) and other file exchange and later money exchange models; and
- classified ads at portal sites, such as Excite Classifieds and eWanted, Pakwheels.com (an interactive, online marketplace where buyers and sellers can negotiate and which features “Buyer Leads & Want Ads”).

There is little information on the relative size of global C2C e-commerce. However, C2C figures of popular C2C sites such as eBay and Napster indicate that this market is quite large. These sites produce millions of dollars in sales every day.

(1) Advantages of C2C Sites

Consumer to Consumer e-commerce has many benefits. The primary benefit to consumers is reduction in cost. Buying ad space on other e-commerce sites is expensive. Sellers can post their items for free or with minimal charge depending on the C2C website. C2C websites form a perfect platform for buyers and sellers who wish to buy and sell related products. The ability to find related products leads to an increase in the visitor to customer conversion ratio. Business owners can cheaply maintain C2C websites and increase profits without the additional costs of distribution locations. A good example of a C2C e-commerce website is Esty, a site that allows consumers to buy and sell handmade or vintage items and supplies including art, photography, clothing, jewelry, food, bath and beauty products, quilts, knick-knacks, and toys.

(2) Disadvantages of C2C Sites

There are a couple of disadvantages to these type of sites as well. Doing transaction on these type of websites requires cooperation between the buyer and seller. It has been noted many times that these two do not cooperate with each other after a transaction has been made. They do not share the transaction information which may be via credit or debit card or Internet banking. This can result

in online fraud since the buyer and seller are not very well versed with each other. This can lead to lawsuit being imposed on either ends or also on the site if it has not mentioned the disclaimer in it's terms and conditions. This may also hamper the C2C website's reputation. Companies which handle consumer to consumer e-commerce websites seem to have becoming very cautious to prevent online scams.

5. What Is M-commerce?

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless technology—i.e., handheld devices such as cellular telephones and personal digital assistants (PDAs).

As content delivery over wireless devices becomes faster, more secure, and scalable, some believe that m-commerce will surpass wireline e-commerce as the method of choice for digital commerce transactions. This may well be true for the Asia-Pacific where there are more mobile phone users than there are Internet users.

Industries affected by m-commerce include:

1) Financial services, including mobile banking (when customers use their hand-held devices to access their accounts and pay their bills), as well as brokerage services (in which stock quotes can be displayed and trading conducted from the same hand-held device).

2) Telecommunications, in which service changes, bill payment and account reviews can all be conducted from the same hand-held device.

3) Service/retail, as consumers are given the ability to place and pay for orders on the fly.

4) Information services, which include the delivery of entertainment, financial news, sports figures and traffic updates to a single mobile device.

6. Is E-commerce the Same as E-business?

While “e-commerce” and “e-business” can be used interchangeably, they are distinct concepts. In e-commerce, Information and Communications Technology (ICT) is used in inter-business or inter-organizational transactions (transactions between and among firms/organizations) and in business-to-consumer transactions (transactions between firms/organizations and individuals).

In e-business, on the other hand, ICT is used to enhance one's business. It includes any process that a business organization (either a for-profit, governmental or non-profit entity) conducts over a computer-mediated network. A more comprehensive definition of e-business is:

“The transformation of an organization's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm of the new economy.”

Three primary processes are enhanced in e-business:

1) Production processes, which include procurement, ordering and replenishment of stocks; processing of payments; electronic links with suppliers; and production control processes, among others.

2) Customer-focused processes, which include promotional and marketing efforts, selling over the Internet, processing of customers' purchase orders and payments, and customer support, among

others.

3) Internal management processes, which include employee services, training, internal information-sharing, videoconferencing, and recruiting. Electronic applications enhance information flow between production and sales forces to improve sales force productivity. Workgroup communications and electronic publishing of internal business information are likewise made more efficient.

New Words

e-commerce	<i>n.</i> 电子商务
activity	<i>n.</i> 行动, 行为, 活跃, 活动性
transaction	<i>n.</i> 交易, 事务, 办理, 处理
interact	<i>v.</i> 互相作用, 互相影响
Internet	<i>n.</i> 互联网, 因特网
conduct	<i>v.</i> 实施, 执行, 引导, 管理 <i>n.</i> 行为
comprehensive	<i>adj.</i> 全面的, 广泛的, 能充分理解的, 包容的
capture	<i>n.</i> 捕获, 战利品 <i>v.</i> 捕获, 夺取
phenomenon	<i>n.</i> 现象
communication	<i>n.</i> 通信
digital	<i>adj.</i> 数字的, 数位的 <i>n.</i> 数字, 数字式
transform	<i>v.</i> 转换, 改造, 使……变形, 改变, 转化, 变换
redefine	<i>v.</i> 重新定义
relationship	<i>n.</i> 关系, 关联
individual	<i>n.</i> 个人, 个体 <i>adj.</i> 个别的, 单独的, 个人的
expert	<i>n.</i> 专家, 行家 <i>adj.</i> 老练的, 内行的, 专门的
predict	<i>v.</i> 预知, 预言, 预报, 做出预言
segment	<i>n.</i> 段, 节, 片断 <i>v.</i> 分割
e-infrastructure	<i>n.</i> 电子基础设施
e-market	<i>n.</i> 电子市场
architecture	<i>n.</i> 体系结构
logistics	<i>n.</i> 物流, 后勤
transportation	<i>n.</i> 运输, 运送
warehousing	<i>n.</i> 仓库储存

distribution	<i>n.</i> 分配, 分发, 发送
deployment	<i>n.</i> 展开, 配置
hosting	<i>n.</i> 托管
facility	<i>n.</i> 便利, 敏捷, 设备, 工具
outsourcing	<i>n.</i> 外部采办, 外购, 外包
software	<i>n.</i> 软件
maintenance	<i>n.</i> 维护, 保持
real-time	<i>adj.</i> 实时的
facilitation	<i>n.</i> 简易化, 助长
browser-based	<i>adj.</i> 基于浏览器的
enabler	<i>n.</i> 赋能者, 使能者, 使能器, 推动者
automation	<i>n.</i> 自动控制, 自动操作
supplier	<i>n.</i> 供应者, 补充者, 厂商, 供给者
dissemination	<i>n.</i> 传播, 分发
payment	<i>n.</i> 付款, 支付, 报酬
tangible	<i>adj.</i> 切实的
search	<i>n.</i> 搜寻, 查究 <i>v.</i> 搜索, 搜寻, 探求, 调查
cost	<i>n.</i> 成本
barrier	<i>n.</i> 障碍物, 栅栏, 屏障
brick-and-mortar	<i>adj.</i> 实体的
firm	<i>n.</i> 公司, (合伙)商号 <i>adj.</i> 结实的, 坚固的, 稳固的, 严格的 <i>v.</i> 使牢固, 使坚定, 变稳固, 变坚实 <i>adv.</i> 稳固地, 坚定地
attractive	<i>adj.</i> 吸引人的, 有魅力的
robust	<i>adj.</i> 稳健的, 坚固的, 强壮的, 精力充沛的
procedure	<i>n.</i> 程序, 手续
establish	<i>v.</i> 建立, 设立, 安置
transparency	<i>n.</i> 透明, 透明度
irregularity	<i>n.</i> 不规则, 无规律
component	<i>n.</i> 成分 <i>adj.</i> 组成的, 构成的
insignificant	<i>adj.</i> 无关紧要的, 可忽略的, 无意义的
undeveloped	<i>adj.</i> 不发达的, 未开发的
marketplace	<i>n.</i> 市场, 集市, 商场
online	<i>n.</i> 联机, 在线式
potential	<i>adj.</i> 潜在的, 可能的

portal	<i>n.</i> 潜能, 潜力
protocol	<i>n.</i> 入口, 门户
classified	<i>n.</i> 协议
	<i>v.</i> 分类
interactive	<i>adj.</i> 机密的
negotiate	<i>adj.</i> 交互式的
indicate	<i>v.</i> 买卖, 商议, 谈判, 磋商
ad	<i>v.</i> 指出, 显示
item	<i>n.</i> 广告
profit	<i>n.</i> (可分类或列举的) 项目, 条款
	<i>n.</i> 利润, 益处, 得益
handmade	<i>v.</i> 得益, 利用, 有益于, 有利于
cooperation	<i>adj.</i> 手工的, 手制的
fraud	<i>n.</i> 合作, 协作
lawsuit	<i>n.</i> 欺骗, 诡计, 骗子, 假货
disclaimer	<i>n.</i> 诉讼 (尤指非刑事案件)
condition	<i>n.</i> 放弃, 拒绝, 不承诺
hamper	<i>n.</i> 条件, 情形, 环境
reputation	<i>v.</i> 以……为条件
cautious	<i>v.</i> 妨碍, 牵制
scam	<i>n.</i> 名誉, 名声
secure	<i>adj.</i> 谨慎的, 小心的
	<i>n.</i> 诡计, 故事
scalable	<i>adj.</i> 安全的, 可靠的
surpass	<i>v.</i> 保护
wireline	<i>adj.</i> 可升级的
telecommunication	<i>v.</i> 超越, 胜过
e-business	<i>n.</i> 有线线路
enhance	<i>n.</i> 电讯, 无线电通信, 电信学
philosophy	<i>n.</i> 电子业务
paradigm	<i>v.</i> 提高, 增强
ordering	<i>n.</i> 哲学, 哲学体系
replenishment	<i>n.</i> 范例
stock	<i>n.</i> 排序, 分类
	<i>n.</i> 补给, 补充
link	<i>n.</i> 库存, 股票, 股份
	<i>adj.</i> 常备的, 存货的
	<i>v.</i> 进货, 采购
	<i>n.</i> 链接

employee	<i>n.</i> 职工, 雇员, 店员
videoconference	<i>n.</i> 视频会议
productivity	<i>n.</i> 生产力
workgroup	<i>n.</i> 工作组

Phrases

electronic commerce	电子商务
pertain to	属于, 关于, 附属, 适合
associate with	联合
transfer of ownership	所有权转让
mobile commerce	移动电子商务
deal with	安排, 处理, 涉及
consist of...	由……组成
Procter and Gamble	宝洁公司
interact with...	与……相互作用, 与……相互影响, 与……相互配合
purchase order	订单
inventory management	库存管理
shipping document	货运单据
channel management	渠道管理
information dissemination	信息传播
trace to	上溯
online retailing	在线零售
personal investment	个人投资
online banking	在线银行
transactions cost	交易成本
competitive price	竞争价格, 公开招标价格
factor in	考虑, 把……计算在内, 包括
distribution network	配送网络
public sector	公共部门, 公共成分
be characterized by...	……的特点在于, ……的特点是
bid for	投标, 许诺以获支持
peer-to-peer system	对等网系统
classified ads	分类广告
a couple of	两个, 几个
debit card	借记卡
result in	导致
impose on	利用, 欺骗, 施加影响于
handheld device	手持设备
cellular telephone	移动电话

mobile banking	移动银行
brokerage service	经纪服务, 佣金服务
on the fly	在百忙中; 急忙地; 直接地
financial news	财经新闻; 交易所新闻, 股票消息
on the other hand	另一方面
information flow	信息流

Abbreviations

B2B (Business-to-Business)	企业对企业
B2C (Business-to-Consumer)	企业对消费者
B2G (Business-to-Government)	企业对政府
C2C (Consumer-to-Consumer)	消费者对消费者
XML (eXtensible Markup Language)	可扩展标记语言
EPS (Electronic Payment Systems)	电子支付系统
IRC (Internet Relay Chatting)	互联网在线聊天系统
PDA (Personal Digital Assistant)	个人数字助理, 掌上电脑
ICT (Information and Communications Technology)	信息与通信技术

Exercises

[Ex. 1] Answer the following questions according to the text.

1. What does electronic commerce refer to? What is it usually associated with?
2. What are the major different kinds of e-commerce mentioned in the text?
3. What is B2B e-commerce defined as? What does it deal with?
4. What is the definition of e-market?
5. How does B2C e-commerce reduce transactions costs (particularly search costs)?
6. What are the two features B2G has?
7. What are the three forms C2C comes in?
8. What is m-commerce?
9. What industries are affected by m-commerce?
10. What are the three primary processes which are enhanced in e-business?

[Ex. 2] Translate the following terms or phrases from English into Chinese and vice versa.

- | | |
|--------------------------------|----------|
| 1. <u>transportation</u> | 1. _____ |
| 2. <u>competitive price</u> | 2. _____ |
| 3. <u>electronic commerce</u> | 3. _____ |
| 4. <u>inventory management</u> | 4. _____ |
| 5. <u>online retailing</u> | 5. _____ |
| 6. <u>通信</u> | 6. _____ |

- | | |
|-----------|-----------|
| 7. 基于浏览器的 | 7. _____ |
| 8. 传播, 分发 | 8. _____ |
| 9. 电子基础设施 | 9. _____ |
| 10. 可升级的 | 10. _____ |

[Ex. 3] Translate the following passage into Chinese.

What Is E-commerce?

Electronic commerce or e-commerce is a term for any type of business, or commercial transaction, which involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

The history of e-commerce dates back to 1970, when for the first time, Electronic Data Interchange (EDI) and electronic fund transfer were introduced. Since then, a rapid growth of e-commerce has pervaded almost every aspect of business such as supply chain management, transaction processing, Internet marketing, and inventory management.

E-commerce allows consumers to electronically exchange goods and services with no barriers of time or distance. It has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between “conventional” and “electronic” commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

[Ex. 4] Fill in the blanks with the words given below.

online	account	make	consideration	business
want	site	need	e-commerce	research

To start an online business it is best to find a niche product that consumers have difficulty finding in malls or department stores. Also take shipping into 1. Pets.com found out the hard way: dog food is expensive to ship FedEx! Then you need an e-commerce enabled website. This can either be a new 2 developed from scratch, or an existing site to which you can add e-commerce shopping cart capabilities.

The next step, you need a means of accepting 3 payments. This usually entails obtaining a merchant 4 and accepting credit cards through an online payment gateway. Some smaller sites stick with simpler methods of accepting payments such as PayPal.

Lastly, you 5 a marketing strategy for driving targeted traffic to your site and a means of enticing repeat customers. If you are new to 6 keep things simple—know your limitations.

E-commerce has proved to be a suitable alternative for people who 7 to shop and transact from the confines of their home. It can be a very rewarding venture, but you cannot 8 money overnight. It is important to do a lot of 9, ask questions, work hard and make on business decisions on facts learned from researching e-commerce. Don't rely on “gut” feelings. We hope our