



高等院校 电子商务
职业细分化创新型 规划教材



跨境电子商务 英语

冯媛媛◎主编 赵培 张新 副主编

以培养和提高跨境电子商务从业人员英语语言能力为核心
以工作过程为导向，系统讲述跨境电子商务英语中常用文体的表达方式
详细讲解业务磋商过程中各个环节往来的实例

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内 容 提 要

本书以培养和提高跨境电子商务从业人员的英语语言能力为核心,以具体工作过程为导向,系统讲述了跨境电子商务英语中常用文体的表达方式,并详细讲解了业务磋商过程中各个环节往来跨境电子商务的实例。通过学习本书,学生可以系统地学习和掌握跨境电子商务的专业术语、沟通方式和技巧、主要贸易国的风俗习惯及英语交流中口语和函电的格式,从而提高跨境电子商务业务活动中正确使用英语的能力,具备跨境电子商务人员必备的专业技能。

本书可作为本科院校、职业院校商务英语专业、国际贸易专业和跨境电子商务专业方向的教学用书,也可供跨境电子商务有关从业人员参考、学习、培训之用。

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前言

本书是为我国高校国际贸易、跨境电子商务等相关专业学生及电子商务从业人员编写的。本书结合跨境电子商务的开展过程及商务活动的顺序,从词汇、阅读、语法和写作等方面来提高跨境电子商务从业人员的英语水平。

本书系统讲述了跨境电子商务英语中常用的术语和表达方式,并详细讲解了业务磋商过程中各个环节往来的跨境电子商务的业务实例。通过学习本书,学生可以系统地学习和掌握跨境电子商务的专业术语、沟通方式和技巧、主要贸易国的风俗习惯、商务信函的写作方式,从而提高跨境电子商务业务活动中规范使用英语的能力,具备跨境电子商务人员必备的英语语言技能。

本书由8章组成。第1章由就读于英国纽卡斯尔大学的马丹宁博士编写,第2章和第8章由冯媛媛老师编写,第3章由王成霞副教授编写,第4章和第5章由张新老师编写,第6章和第7章由赵培副教授编写。冯媛媛、王成霞、张新和赵培老师均来自北京联合大学应用科技学院外语系。冯媛媛老师任本书主编,赵培和张新老师任副主编。

本书的参考学时为32~48学时,建议采用“理论+实践教学”模式,各章的参考学时见学时分配表。

学时分配表

章节	课程内容	学时
第1章	跨境电子商务概述(Introduction to Cross-border E-commerce)	4~6
第2章	跨境电子商务平台(The Platforms of Cross-border E-commerce)	4~6
第3章	信息发布(The Information Release)	4~6
第4章	询盘、报盘和还盘(Enquiries, Offers and Counter Offer)	4~6

续表

章节	课程内容	学时
第5章	电子商务付款和纠纷 (E-commerce, Payment System and Disputes)	4 ~ 6
第6章	建立业务关系 (Establishing Business Relations)	4 ~ 6
第7章	客户国的风俗习惯 (The Traditions of Customers)	4 ~ 6
第8章	商务信函 (Business Letters)	4 ~ 6
课时总计		32 ~ 48

由于编者水平和经验有限，书中难免有欠妥之处，恳请读者批评指正。

编者
2017年8月

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Chapter 1

跨境电子商务概述

Introduction to Cross-border E-commerce

Text A What Is E-commerce

1. Discussion

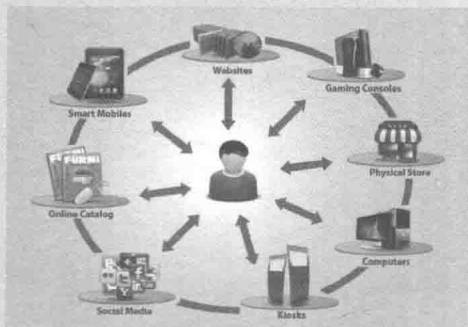
- ① What do you know about e-commerce and cross-border e-commerce?
- ② What are the advantages of cross-border e-commerce compared to traditional trade?
- ③ If you are a retailer seeking to expand your business online to the global market, what challenges will you have?

2. Vocabulary

Use the pictures and sentences to talk with a partner about each word.

(1) multi-channel retailer

n. 多渠道零售商 Multi-channel retailing is the use of a variety of channels in customers' shopping experience.

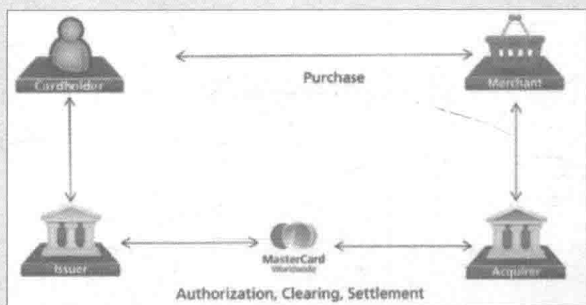


e.g. Argos is one of the most popular multi-channel retailers in Britain.

Argos 是英国最受欢迎的多渠道零售商之一。

(2) acquiring service

n. 收单服务 An acquiring bank (also known as an acquirer) is a bank or financial institution that processes credit or debit card payments on behalf of a merchant.



e.g. The bank provides acquiring service and accepts the payment on behalf of the merchant.

该银行提供收单服务，代表商家收取费用。

【扩展：开证行 Issuing bank/issuer: An issuing bank is a bank that offers card association branded payment cards directly to consumers.】

(3) stakeholder

n. 利益相关者 Someone who has invested money into something, or who has some important connections with it, and therefore is affected by its success or failure.



e.g. Citizens should be stakeholders in the society they live in.

公民应该是与所处的社会休戚相关的一分子。

【区分: shareholder】

(4) payment service provider

n. 支付服务提供商 A payment service provider (PSP) offers shops online services for accepting electronic payments by a variety of payment methods including credit card, bank-based payments such as direct debit, bank transfer, and real-time bank transfer based on online banking.

e.g. Paypal is one of the global leading online payment service providers.

Paypal 是全球领先的支付服务提供商之一。

(5) inventory management

n. 库存管理 Inventory management is the ongoing process of moving parts and products into and out of a company's location(s).

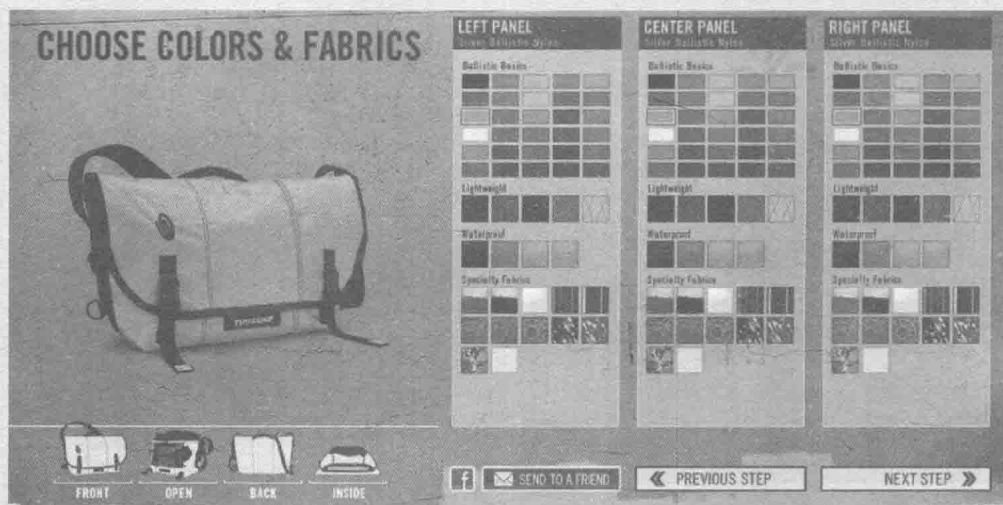


e.g. Effective inventory management can reduce the overall cost of the whole supply chain.

有效的库存管理能够降低总成本。

(6) customize

n. (为更适合需要或按特别规格) 改制, 定做, 定制, 使用户化 to change something to make according to requirements, or to make it look special or different from things of a similar type



e.g. Our telephone plan lets you customize your service with only the features that you require.

订购我们的电话套餐, 您可以自由选择您所需要的业务, 打造专属于您的服务。

(7) logistics

n. 物流 The process of planning, implementing, and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of meeting customer requirements.



e.g. Our logistics management personnel worked around the clock to ensure that the goods are delivered to our customers on time.

我们的物流管理队伍 24 小时工作，以确保我们的货物能够及时地送抵顾客手中。

(8) settlement

n. 结算 The process in which a buyer makes payment and receives the agreed-upon good or service.



e.g. The trade contract stipulates the settlement of balances in RMB.

贸易合同规定余额以人民币结算。

(9) chargeback

n. 退款 the return of funds by a seller to a buyer' debit or credit card account



e.g. This is probably much easier than calling your credit card company to file a chargeback complaint.

这可能比给信用卡公司打电话申请退款要简单得多。

(10) one size fits all

“一刀切”，一体适用，万全之策 a description for a product that would fit in all instances. The term has been extended to mean one style or procedure would fit in all related applications.



e.g. Clean cooking solutions have been created but with the idea that one size fits all, without considering the different fuel sources, food choices, cooking styles, or the size of the family.

清洁烹饪方案被提了出来，但这是个一刀切的解决方案，并没有考虑到不同的燃料、食品选择、烹饪风格以及家庭成员的数量。

(11) mobile commerce

n. 移动商务 the delivery of electronic commerce capabilities directly into the consumer's hand, anywhere, via wireless technology

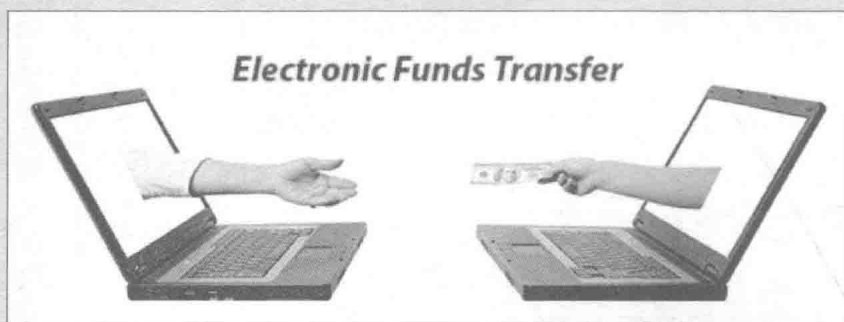


e.g. While some think that mobile commerce is still in its infancy, the market is actually growing at impressive rates.

有人认为移动商务仍然处于起始阶段，但实际上，市场的增速令人叹为观止。

(12) electronic funds transfer

n. 电子资金转账 when money is moved from one bank account, business, etc, to another using only computer systems

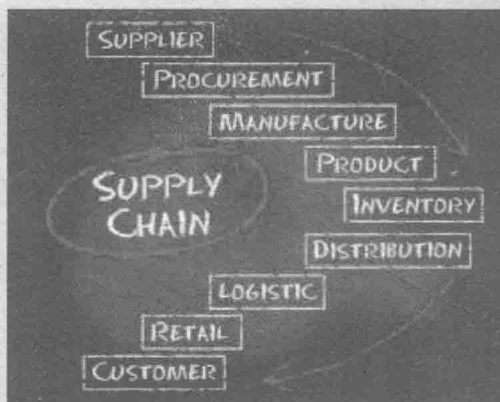


e.g. These electronic funds transfer devices save us a lot of paperwork and time.

这些电子转账设备省了我们许多时间和案头工作。

(13) supply chain management

n. 供应链管理 the act or process of ensuring that one's business has the proper supplies in order to continue operations



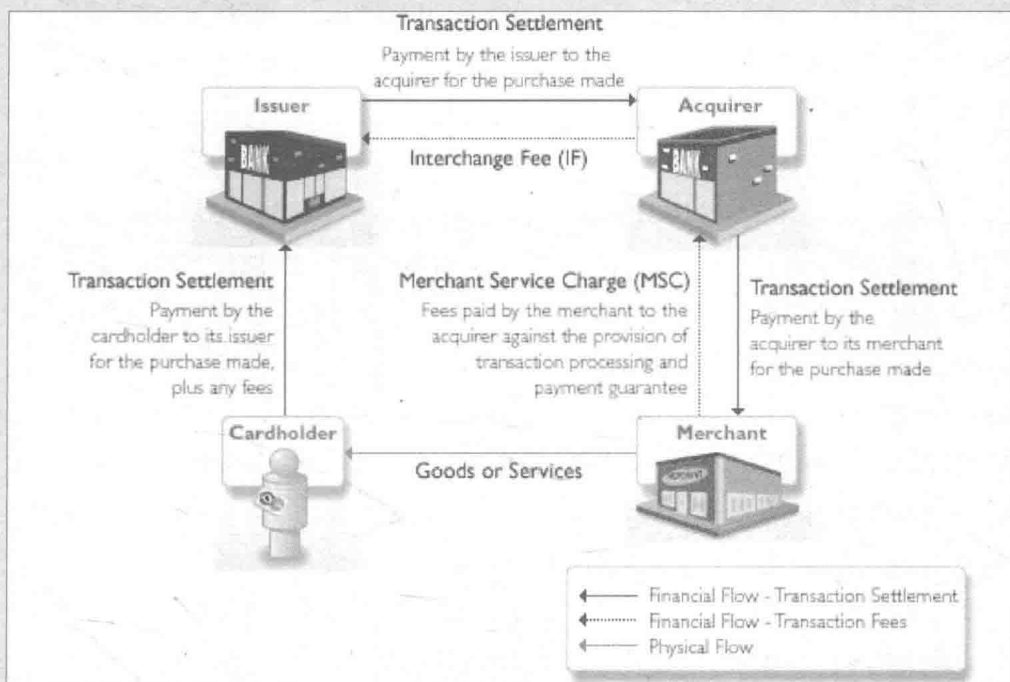
e.g. An example of supply chain management is being in charge of food, drink and decor vendors to make sure they provide the right things at the right time to a particular restaurant.

举一个供应链管理的例子，比如确保食品、饮料和室内设计服务商在正确的时间，将正确的商品或服务送达某个餐厅。

(14) interchange rate

n. 费率 a term used in the payment card industry to describe a fee paid between banks for the acceptance of card based transactions. Usually for

sales/services transactions, it is a fee that a merchant's bank (the "acquiring bank") pays a customer's bank (the "issuing bank").



e.g. In 1991, MasterCard had four fees, the highest of which had an interchange rate of 2.08 percent.

1991年，万事达卡的交易费率有4种，其中最高的为2.08%。

3. Reading

What Is E-commerce?

E-commerce (electronic commerce) is a transaction of buying or selling online. It draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

E-commerce has become an important tool for small and large businesses worldwide, not only to sell to customers, but also to engage them. In 2012, e-commerce sales topped \$1 trillion for the

first time in history. In the same year, transactions between China and other countries increased 32% to 2.3 trillion yuan (\$375.8 billion) and accounted for 9.6% of China's total international trade, presenting multi-channel retailers with limitless business opportunities for international expansion.

There are two parameters of classifying e-commerce businesses that make the most sense: type of goods sold and nature of participants. Based on the former, there are businesses selling physical goods (e.g., books, furniture, appliances), digital goods (e.g., software, e-books, music), and services (e.g., tickets, insurance), while the latter categorizes the industry into B2B (business to business), B2C (business to consumer), C2B (consumer to business) and C2C (consumer to consumer) e-commerce.

What Is Cross-border E-commerce?

International e-commerce is called cross-border e-commerce, when consumers buy online from merchants, located in other countries and jurisdictions. Online trades between consumers and merchants which share one common language and border or which make use of the same currency are not always perceived as cross-border by consumers. EU neighbors which speak a common language, united by SEPA, are just one example.

What Are the Benefits?

The internet enables consumers to shop globally. Driven by a common language, a common border, special offers, or simply because the product or service isn't available in the consumer's own region, they are keen on purchasing products and services across their border. The increasing popularity of tablets and smartphones, allows consumers worldwide to compare prices, connect with other consumers via social media, to discuss products and services, to select a web shop