

经贸英语快餐系列

# 电子商务英语

SERIES OF  
SPECIALIZED ENGLISH IN  
ECONOMICS AND  
BUSINESS

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# 电子商务英语

滕美荣 编著

首都经济贸易大学出版社  
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## 出版说明

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为了本丛书的出版,我们专门聘请了一批在有关专业上学有所长的人士来编写。编写者中,既有对外经济贸易大学、北京物资学院等高校的专家学者,也有对外经济贸易合作部的专业骨干,还有富于实践经验的相关专业从业人员。本丛书共包括9个分册:《金融英语》、《会计英语》、《工商管理英语》、《贸易实务英语》、《商业书信英语》、《涉外经贸法律英语》、《电子商务英语》、《商务谈判英语》和《市场营销英语》。

本丛书的体例和特点如下:

1. 各分册内容按单元划分,将有关专业知识按单元分类进行介绍,在突出重点的同时,也兼顾了覆盖范围,力求使各专业中可能涉及的重要英语表达法及概念都有所涵盖。

2. 每一单元分为四个部分,分别为句式(Sentence Patterns)、专业词汇(Professional Terms)、相关知识(Relevant Knowledge)、阅读材料(Reading Material)。在句式部分,将该单元所阐述的内容中较为重要、特殊的句型罗列出来,使读者在熟读、熟记之后,既能大大提高理解专业英语资料的能力,也可以用这些句式对中文资料进行汉译英的练习与实践,一举两得。专业词汇部分为重要术语介绍,对相关的专业词汇以英汉对照形式给出,可以作为资料备查。在相关知识部分,对读者在从事实际工作中可能遇到的疑难问题、注意事项等进行了介绍,以使读者在了解专业知识之余,

增强实践能力。阅读材料部分的设置,主要目的在于提高读者理解专业外语资料的能力,开阔视野。每单元四个部分的内容共同构成一个掌握专业英语的完整体系,改变了以往专业英语书籍要么阅读过多,要么全是句式的模式,更便于读者对专业英语的学习。

3. 本丛书的另一个重要特点是英语的原汁原味。书中所选句式或阅读材料多是编写者从他们搜集整理的英语国家专业资料中选取的,不仅句式地道,而且从实践考虑,有一定的难度,因此很适合有志于提高专业英语水准的读者学习。

学海无涯。尽管编写者和出版者倾尽了心力,但仍不能保证本丛书的完美无瑕,恳请读者批评指正。

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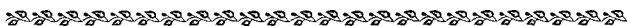
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# Unit 1 Introduction to Electronic Commerce



## Sentence Patterns

1. Like so many buzz words in use today, Electronic Commerce (EC, or E-commerce) tends to mean different things to different people. What seems common is an understanding that EC is a concept that extends beyond traditional company boundaries. It impacts on other enterprises, not just your own, and exchange of information on Internet is a fundamental cornerstone of such developments.

就像对其他许多流行词一样,现在人们对“电子商务”也是看法不一。但是,人们似乎已经达成了这样一个共识:电子商务这一概念已跨越了传统企业的界限。它影响着所有其他的企业,不仅仅是你自己的。在因特网上进行信息交换是电子商务发展的基石。

2. Electronic commerce (EC) is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet.



电子商务是一个新概念,它是指在包括因特网在内的计算机网络上实现买卖交易,交换商品、服务和信息的过程。

3. From a communications perspective, EC is the delivery of information, products/services, or payments over telephone lines, computer networks, or any other electronic means.

从通信角度看,电子商务是通过电话线路、计算机网络或其他电子手段,实现信息传递、商品或服务的买卖或支付。

4. From a business process perspective, EC is the application of technology toward the automation of business transactions and workflow.

从商务过程看,电子商务是利用技术手段自动实现商务交易和 workflow。

5. From a service perspective, EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing speed of service delivery.

从服务角度看,电子商务是满足公司和消费者的愿望,降低服务成本的手段,同时也有助于提高产品质量与服务速度。

6. From an online perspective, EC provides the capability of buying and selling products and information on the Internet and other online services.

从在线经营角度看,电子商务提供了在因特网上买卖商品、交换信息的机会和其他网络在线服务。

7. The term commerce is viewed by some as transactions conducted between business partners. Therefore, the term electronic commerce seems to be fairly narrow to some people. Thus, many use the term E-business. It refers to a broader definition of

EC, not just buying and selling but also servicing customers and collaborating with business partners over networks, and conducting electronic transactions within an organization.

有人认为 commerce 一词是指生意伙伴间的交易活动。因此,对一些人来说, electronic commerce 是指狭义的电子商务。另有许多人用 E-business 指广义的电子商务,它不仅包括通过网络进行的各种买卖活动,还包括客户服务、商务伙伴间的合作,及企业内部所进行的电子交易。

8. Many people think E-commerce is just having a Web site, but E-commerce is much more than that. There are dozens of applications of EC such as home banking, shopping in online stores and malls, buying stocks, finding a job, conducting an auction, and collaborating electronically on research and development projects.

许多人认为电子商务只是拥有一个网站罢了,但事实上却远远超过这些。电子商务有多种多样的用途,可以用于家庭银行,在线商场购物,股票交易,找工作,网上拍卖及以电子方式合作研发项目等。

9. Electronic commerce could become a significant global economic element in the next century (Clinton and Gore 1997). The infrastructure of E-commerce is networked computing, which is emerging as the standard computing environment in business, home and government.

电子商务会成为下个世纪全球经济增长的巨大推动因素(克林顿和戈尔, 1997)。网络化的计算机是电子商务的基础,并日趋成为商务、居家和政府办公的标准运作环境。

10. Networked computing connects several computers and other electronic devices by telecommunication networks. This allows

users to access information stored in several places and to communicate and collaborate with others from their desktop computers.

网络化的计算机通过电信网络将多个计算机与其他电子设备相连,使用者可通过自己的桌面计算机访问存储在多处的信息,并与他人进行交流与合作。

11. Although some people still use a stand-alone computer exclusively, the vast majority of people use computers connected to a global networked environment known as the Internet, or its counterpart within organizations, called an Intranet.

尽管有些人仍坚持使用不联网的计算机,但是大多数人却在使用与国际互联网或企业内部网相链接的计算机。

12. An Intranet is a corporate network that functions with Internet technologies, such as browsers, using Internet protocols. Another computer environment is an Extranet, a network that links the Intranets of business partners over the Internet.

Intranet 是公司内联网,借助于国际互联网技术(如网络浏览器等)和国际互联网协议。Extranet 是公司外联网,它通过国际互联网使企业与商务伙伴的内部网链接。

13. E-commerce is helping large numbers of organizations, private and public, in manufacturing, agriculture, and services, not only to excel but also frequently survive.

无论是在工业、农业还是服务性行业,电子商务正在帮助众多私人企业和公共企业,使之发展得卓越超群并且总是立于不败之地。

14. Electronic commerce (business transactions on the Web) and the information technology (IT) industries that make "E-commerce" possible are growing and changing at breathtaking

speed, fundamentally altering the way people produce, consume, communicate, and play.

网上商务交易和信息技术产业使电子商务成为可能,它们正以惊人的速度发展和变化,并将从根本上改变人们生产、消费、交流和娱乐的方式。

15. IT-producing industries (i. e. producers of computer and communications hardware, software, and services) that enable E-commerce play a strategic role in its growth process.

支持电子商务的信息技术产业(例如计算机、通讯软硬件及各种服务的生产商)在电子商务的发展过程中起到了战略性作用。

16. Innovation has increased the demand for high paid, “core IT workers” (e. g. computer scientists, engineers), created new IT occupations, changed skill requirements for some non-IT occupations, and raised minimum skill requirements for many other jobs.

技术革新加大了市场对那些工薪优厚的 IT 业界精英(如计算机科学家、工程师)的需求,创造了新的 IT 职位,改变了非 IT 业职位对技能的要求,并提高了其他工作职位的最低技能要求。

17. The pervasiveness of information technology, the variety of its benefits to producers and consumers, and the speed of economic change in the digital era have enhanced the established economic performance.

信息技术不断普及,它为生产商和消费者带来的诸多益处及数字时代的经济变化速度都加快了现有的经济运作。

18. Electronic commerce can take many forms depending on the degree of digitization of the product (service) sold, the pro-

cess, and the delivery agent (or intermediary).

根据商品(服务)的销售、运作过程及交付代理(或中介)的数字化程度,电子商务可以呈现出不同的形式。

19. A product can be physical or digital, an agent can be physical or digital, and the process can be physical or digital as well.  
商品、代理及交易过程既可以是实物的,也可以是数字的。

20. Buying a book from Amazon is not pure, because the book is delivered by FedEx. However, buying a software from Egghead is pure electronic commerce because the delivery, payment and agent are digital.

从亚马逊公司购买一本书并不是纯粹的电子商务,因为书是由联邦快递公司递送的。而从 Egghead 买一套软件就是纯电子商务,因为递送、支付和代理都是数字化的。

21. Electronic commerce uses several technologies ranging from EDI to E-mail. For example, buying food from a vending machine with a smart card can also be viewed as E-commerce.

从电子数据交换(EDI)到电子邮件,电子商务使用多种不同的技术。例如,用智能卡从自动售货机购买食品也可视为电子商务。

22. Although a form of industry not yet pervasive, forward-looking companies are already engaging in one form of E-commerce, business-to-business, to reduce their business costs; adding electronic channels to their arsenal of sales tools; and creating new virtual enterprises with little or no inventory or overhead using the Internet and, specifically, the World Wide Web (the Web).

尽管电子商务作为一种产业形式还不太普遍,但有远见的公司已经正在实施 B2B 的电子商务运作,以降低商务成本;在原有

销售手段的基础上增加电子销售渠道;创建新型虚拟企业,利用国际互联网,特别是万维网以减少、消除库存或商务运作费用。

23. E-commerce is not magical medium by which success is guaranteed. Those who want to succeed must be creative, savvy about content, and, as is true in most successful businesses, allow customer needs to be the driving force behind their E-commerce strategy.

电子商务并不是保障成功的魔杖。要想成功就要有创造能力、有见地,让客户的需求成为实施电子商务策略的驱动力,大多数成功企业都是如此。

24. The gold rush mentality, which characterized early E-commerce efforts on the Web, must now give way to pragmatism and solid principles that can enable businesses to effectively reach customers using this medium.

在网上初试电子商务的典型心态就是淘金,但是实施电子商务必须要切合实际并建立在牢靠的原则基础上,以便通过电子商务这种中介有效地使生意接触到客户。

25. While the Web offers an unparalleled and cost-effective global reach to businesses, the responsibility for promoting and publicizing an E-commerce Web site rests squarely on the shoulders of the company itself.

万维网提供了无与伦比的、价格低廉的接触全球商务的机会,促销和宣传电子商务网站的责任就落在了公司自己的身上。

26. Despite the strong association between E-commerce and the Web, many companies transact business separate from the Web using electronic data interchange (EDI) value-added net-

works (VANs) or other proprietary links that connect suppliers and business partners.

尽管电子商务和万维网之间有着密切的联系,但是许多公司却利用电子数据交换增值网或者其他连接供应商和商务伙伴的专门链接来运作业务。

27. Electronic markets are rapidly emerging as a vehicle for conducting business. A market is a network of interactions and relationships where information, products, services, and payments are exchanged.

电子市场正迅速地成为运作商务的媒介。该市场是一个互动和相互关联的网络,在此完成信息、产品、服务的交换和支付。

28. When the marketplace is electronic, the business center is not a physical building but rather a network-based location where business interactions occur.

如果市场是电子化的,那么其商务中心便不是一个实物建筑,而是建立在网络上的可以进行商务互动的场所。

29. The electronic market is the place where shoppers and sellers meet. The market handles all the necessary transactions, including the transfer of money between banks.

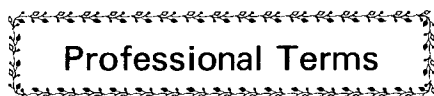
电子市场是买方和卖方相会的场所。市场可以处理各种必要的交易,包括在银行之间进行资金转账。

30. In electronic markets, the principal participants—transaction handlers, buyers, brokers, and sellers, are not only at different locations but seldom even know one another.

在电子市场里,主要参与者——交易管理者、买卖双方、经纪人——不仅身处异地,而且很少相互认识。

31. Customers and sellers independently determine which communication networks they will use in participating in the electronic market. The network used may vary from transaction to transaction.

在电子市场中,客户与卖方自主地决定自己所要使用的通信网络。每笔交易所选用的网络可能都会有所不同。



## Professional Terms

1. E-commerce 电子商务
2. E-business 电子商务(广义)
3. Internet 国际互联网(专指全球最大的、开放的、由众多网络相互链接而成的计算机网络)
4. WWW (World Wide Web) 万维网(也称环球网,是基于超文本的、方便用户在 Internet 上搜索和浏览信息的信息服务系统)
5. networks 网络
6. browser 浏览器
7. Extranet 公司外联网
8. Intranet 公司内联网
9. electronic fund transfers (EFT) 电子转账系统
10. EDI 电子数据交换
11. financial transaction 金融交易
12. telecommunications 电信
13. commercialization 商业化
14. protocol 协议
15. software 软件
16. hardware 硬件



- 17. specification 规定
- 18. virtual reality 虚拟现实
- 19. Web site 网站
- 20. B2B (business to business EC) 商业机构对商业机构的电子商务
- 21. B2C (business to consumers EC) 商业机构对消费者的电子商务
- 22. C2B (consumers to business EC) 消费者对商业机构的电子商务
- 23. C2C (consumers to consumers EC) 消费者对消费者的电子商务
- 24. Non-business EC 非商业机构间的电子商务
- 25. Intra-organizational EC 机构内部的电子商务
- 26. online service 在线服务
- 27. just-in-time service 即时服务
- 28. IT (information technology) 信息技术
- 29. VANs (value-added nets) 增值网
- 30. BBS (bulletin board system) 电子公告牌
- 31. transaction 交易, 业务; 处理, 办理
- 32. home banking 家庭银行
- 33. shopping online 在线购物
- 34. stock trading online 在线股票交易
- 35. auction online 在线拍卖
- 37. PCs (personal computers) 个人电脑
- 38. computer-aided design (CAD) 计算机辅助设计
- 39. software development 软件开发
- 40. digital revolution 数字化革命
- 41. index 文献索引, 检索
- 42. search engines 搜索引擎