



中等职业学校电子信息类教材 电子商务专业

电子商务英语

孙瑞新 主编

吴伙兵 郭维成 副主编



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Publishing House of Electronics Industry

北京·BEIJING

内 容 简 介

本书涉及电子商务基础、因特网、电子计算机、物流与配送、网络营销、网上支付、现代企业管理、法律法规等多方面内容。课文从在线阅读和各类应用角度出发,着眼于实用、新颖,具有一定的超前性。练习有英译汉、汉译英、判断、选择、填空和问答等多种类型,便于组织教学。

本书适用于中等职业学校电子商务专业,也可供大专院校和电子商务应用人员参考。

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前 言

电子商务是一门新兴学科,大量的新思想、新概念、新软件通过因特网和各种渠道源源不断地涌现在每一个人面前。4GHz 的 CPU、WindowsXP、无穷无尽的网页和免费软件给人们提供了极大的方便,同时也带来了大量的专业术语。了解和掌握更多、更新的专业词汇已成为在线阅读和各类应用的迫切需要。

《电子商务专业英语》涉及电子商务基础、因特网、计算机、物流与配送、网络营销、网上支付、现代企业管理、法律法规等多方面内容。通过本课程的学习,可掌握一定数量的电子商务专业英语词汇,能看懂常见的屏幕信息,能初步阅读和理解电子商务实践中的提示信息和专业说明书等英文资料。

《专业英语》一类教材国内外有多种版本,各有特点。或侧重于阅读,或侧重于情景对话,或侧重于语法,或侧重于专业体系,或侧重于英语体系。本书从在线阅读和各类应用角度出发,课文着眼于实用、新颖,具有一定的超前性。练习有英译汉、汉译英、判断、选择、填空和问答等多种类型,便于组织教学。

本书取材于英语原版书刊、使用说明书和各类网站,覆盖电子商务新技术和新应用,以适应 21 世纪的信息社会需要。

全书由 8 个单元共 23 课组成,分别从不同的侧面对电子商务知识进行了概括,使学生能够在电子商务专业英语的学习中接触到电子商务知识的多个不同侧面,增强其阅读和翻译电子商务专业英语时的理解和适应能力。每课结构如下:

- (1) 课文;
- (2) 生词与短语;
- (3) 注释;
- (4) 练习;
- (5) 参考译文;
- (6) 阅读材料。

本书由孙瑞新、吴伙兵、郭维成、叶苑华、吴丽清、刘慧、张颖、李安等编写,孙瑞新担任主编,吴伙兵、郭维成任副主编。编写过程中得到了吉林省政府外国专家局和任同明老师的大力支持,在此表示衷心感谢。

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编 者
2002 年 3 月

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Unit 1 Fundamental of E-commerce

(电子商务基础)

Lesson 1 What Is Electronic Commerce?



To many people, the term electronic commerce (sometimes shortened to e-commerce) means shopping on the part of the Internet called the World Wide Web. Although consumer shopping on the Web is expected to exceed \$300 billion by 2004, electronic commerce is much broader and encompasses many more business activities than just Web shopping. In fact, the total volume of all business activities on the Web is expected to exceed \$4 trillion by 2004.

Some people and businesses use the term electronic business (or e-business) when they are talking about electronic commerce in this broader sense. However, most people use the terms electronic commerce and electronic business interchangeably. Here, we will use the term electronic commerce in its broadest definition: business activities conducted using electronic data transmission via the Internet and the World Wide Web. Figure 1.1 shows the three main elements of electronic commerce. These elements include:

1. Consumer shopping on the Web, called business-to-consumer (or B2C).
2. Transactions conducted between businesses on the Web, called business-to-business (or B2B).
3. The transactions and business processes that support selling and purchasing activities on the Web.

In terms of dollar volume and number of transactions, B2B electronic commerce is greater than B2C electronic commerce. However, the dollar volume of the transactions and business processes that support B2C and B2B activities is greater than both of them combined.

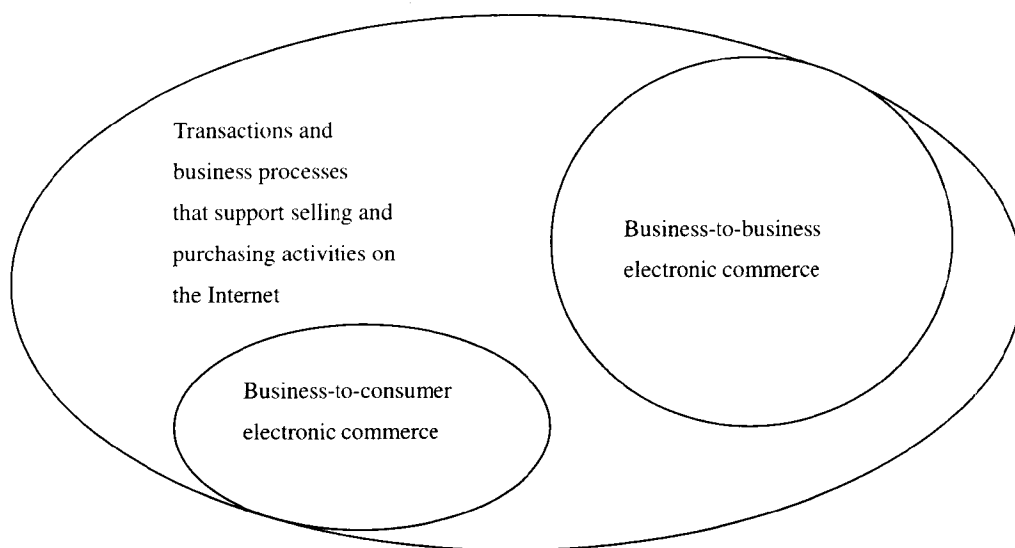


Figure 1.1 Elements of electronic commerce

Although the Web has made online shopping possible for many businesses and individuals, in a broader sense, electronic commerce has existed for many years. For decades, banks have been using electronic funds transfers (EFT, also called wire transfers), which are electronic transmissions of account exchange information over private communications networks.

Businesses also have been engaging in a form of electronic commerce, known as electronic data interchange, for many years. Businesses that engage in EDI with each other are called trading partners. The standard formats used in EDI contain the same information that businesses have always included in their standard paper invoices, purchase orders, and shipping documents. Firms such as General Electric and Wal-Mart have been pioneers in using EDI to improve their purchasing processes and their relationships with suppliers. Other firms, such as Sterling, Commerce One and Harbinger, played a key role in facilitating EDI between firms by developing needed software and providing connectivity.

One serious problem that potential adopters of EDI faced was the high cost of implementation. Until quite recently, doing EDI meant buying expensive computer hardware and software, then either establishing direct network connections (using leased telephone lines) to all trading partners or subscribing to a value added net-work. VAN usually charged a fixed monthly fee plus a per-transaction charge, adding to the already significant expense of implementing(v.完成, 履行) EDI. Open Market was one of the first firms to move EDI traffic to the Internet, but many other EDI software development and consulting firms have joined in this trend. Experts estimate that EDI transaction activity on the Internet could exceed \$1 trillion by 2003.

A good way to understand the full range of electronic commerce is to learn about the activities that companies undertake when they do any kind of business (that is, when they engage in commerce), and then to learn how these firms might undertake these activities electronically.

New Words & Phrases

billion ['biljən]	num. 10 亿	trillion ['triljən]	num. 万亿
interchangeably [intə'tʃeidʒəbli]	adv. 可互换地, 可交替地		
broad [brɔ:d]	a. 广泛的	definition [ˌdefɪ'nɪʃən]	n. 定义
conduct [kən'dʌkt]	v. 经营; 进行	transmission [tʃænz'mɪʃən]	n. 传送; 传输
transaction [tʃæn'zækʃən]	n. 交易; 事务	consumer [kən'sju:mə]	n. 消费者
business ['biznis]	n. 企业, 商业	purchase ['pɜ:tʃəs]	v. 购买
activity [æk'tɪvɪti] [常用复数]	n. 活动	commerce ['kɒmə:s]	n. 商务
decade ['dekeɪd]	n. 10; 10 年, 10 年期	engage in	使从事于, 参加
facilitate [fə'sɪlɪteɪt]	vt. 推动, 使容易, 促进	connectivity [kənek'tɪvɪti]	n. 连通性
lease [li:s]	n. 租借, 租约 vt. 出租, 租出	fund [fʌnd]	n. 资金, 基金
transfer [trænsfə]	v. 转移, 过户, 汇划, 汇兑	partner ['pɑ:tənə]	n. 伙伴, 合伙人, 合股人
standard ['stændəd]	n. 标准, 规格	invoice ['ɪnvɔɪs]	n. 发票
charge [tʃɑ:dʒ]	n. 费用, 应付项目	encompass [ɪn'kʌmpəs]	v. 包含或包括某事物

Specialized Terms

electronic commerce	电子商务	electronic data interchange (EDI)	电子数据交换
shipping documents	运输单据	business to consumer (B2C)	企业对消费者
business to business (or B2B)	企业对企业	electronic funds transfers (EFT)	电子资金转账
trading partners	贸易伙伴	purchase order	订单

Notes

1. “Value Added Net-work (VAN)”: 增值网, 是一种独立的企业, 为利用 EDI 进行交易的买主和卖主提供连接服务, 传递交易信息。在因特网出现之前, 主要由 VAN 在贸易伙伴间建立连接。

2. “Electronic Data Interchange (EDI)”: 电子数据交换, 指一个企业把标准格式的计算机可读的数据传输到另一个企业, 是电子商务的早期形式。通过创建一套电子传输信息的标准化格式, 企业可以减少失误, 降低打印和邮寄成本, 也不需要重新输入数据。使用 EDI 能有效地减少贸易过程中的纸面单证, 俗称为“无纸贸易”。构成 EDI 系统的三个要素是 EDI 软件, 通信网络和数据标准化。EDI 创建于 20 世纪 60 年代。

3. “...electronic commerce is much broader and encompasses many more business activities than just Web shopping.” 意为“……电子商务要比单纯网上购物含义广泛得多并包括更多的商业活动。”

4. “Open Market was one of the first firms to move EDI traffic to the Internet, but many other EDI software development and consulting firms have joined in this trend.” 句中“to move EDI traffic to the Internet”修饰“one of the first firms”。全句意为“Open Market 公司是最早把 EDI 业务搬上因特网的企业之一, 但许多其他 EDI 软件开发和咨询企业也加入了这股潮流。”

5. “A good way to understand the full range of electronic commerce is to learn about the activities that companies undertake when they do any kind of business (that is, when they engage in

commerce), and then to learn how these firms might undertake these activities electronically.” 句子较长, 主要结构为“A good way to understand ... is to learn..., and then to learn...”。句中“... that companies undertake when they do any kind of business”修饰“the activities”。全句意为“理解电子商务全部范畴的一个好方法是, 了解企业在商务活动中(即从事商务时)所从事的所有活动, 然后学习企业是如何以电子方式从事这些活动的。”

Exercises

I. 汉译英

1. 电子商务 2. 网上购物 3. 商业活动 4. 5 万亿 5. 订单
6. 电子资金转账 7. 贸易伙伴 8. 发票 9. 运输单据 10. 电子数据交换

II. 英译汉

1. To many people, the term electronic commerce (sometimes shortened to e-commerce) means shopping on the part of the Internet called the World Wide Web .

2. In fact, the total volume of all business activities on the Web is expected to exceed \$4 trillion by 2004.

3. We will use the term electronic commerce in its broadest definition: business activities conducted using electronic data transmission via the Internet and the World Wide Web.

4. Businesses also have been engaging in a form of electronic commerce, known as electronic data interchange, for many years.

5. Firms such as General Electric and Wal-Mart have been pioneers in using EDI to improve their purchasing processes and their relationships with suppliers.

6. Other firms, such as Sterling, Commerce One and Harbinger, played a key role in facilitating EDI between firms by developing needed software and providing connectivity.

III. 根据课文判断正误

1. Electronic commerce in its broadest definition means shopping on the part of the Internet called the World Wide Web.

2. Consumer shopping on the Web is expected to exceed \$4 billion by 2004.

3. The standard formats used in EDI contain the same information that businesses have always included in their standard paper invoices, purchase orders, and shipping documents.

4. VAN usually charged a fixed monthly fee plus a per-transaction charge.

5. Experts estimate that EDI transaction activity on the Internet could exceed \$4 trillion by 2003.

IV. 根据课文选择答案

1. What is electronic commerce in its broadest definition?

A. Shopping on the part of the Internet called the World Wide Web .

B. Business activities conducted using electronic data transmission via the Internet and the World Wide Web.

C. Transactions conducted between businesses on the Web.

D. Consumer shopping on the Web.

2. How many main elements does electronic commerce include?

- A. one B. two C. three D. four

3. Which are the main elements of electronic commerce?

A. Business-to-consumer (or B2C).

B. Business-to-business(or B2B).

C. The transactions and business processes that support selling and purchasing activities on the Web.

D. business activities conducted using electronic data transmission via the Internet and the World Wide Web.

4. How much volume of all business activities on the Web is expected to by 2004?

A. Exceed \$300 billion

B. Exceed \$4 billion

C. Exceed \$4 trillion

D. Exceed \$300 trillion

5. Which is the greatest in terms of dollar volume?

A. B2B electronic commerce

B. B2C electronic commerce

C. The transactions and business processes that support B2C and B2B activities

D. "B2B electronic commerce" + "B2C electronic commerce"

6. Who have been pioneers in using EDI to improve their purchasing processes and their relationships with suppliers?

A. Sterling and Commerce One

B. Commerce One and Harbinger

C. General Electric and Wal-Mart

D. General Electric and Harbinger

7. What does EFT stand for?

A. It stands for electronic funds transmissions.

B. It stands for electronic funds transfers.

C. It stands for electronic foods transfers.

D. It stands for electronic funds Transactions.

8. What are businesses that engage in EDI with each other called?

A. EDI

B. EFT

C. Electronic funds transfers

D. Trading partners

V. 填空

1. Some people and businesses use the term _____ when they are talking about electronic commerce in this broader sense.

2. Consumer shopping on the Web, called_____.

3. Transactions conducted between businesses on the Web, called_____.

Reference Translation

什么是电子商务？

对于很多人来说，术语电子商务(electronic commerce 有时缩写为 e-commerce)就是在因特网的一部分即万维网上购物。虽然到 2004 年消费者网上购物的总金额预期会超过 3 000 亿美元，但电子商务要比单纯网上购物含义广泛得多并包括更多的商业活动。事实上，到 2004 年网上商业活动总额预计将超过 4 万亿美元。一些人和企业在谈到广义的电子商务时，喜欢用 electronic business(或 e-business)这个词。然而，大部分人互换地使用 electronic commerce 和 electronic business 这两个词。这里，我们拟采用电子商务 (e-commerce)。这个词的最广泛的定义：利用因特网和万维网等技术实现电子数据传输所进行的商业活动。图 1.1 列示了电子商务的三个要素，包括：

- 1.消费者网上购物，称为企业对消费者(或 B2C)。
- 2.企业间网上交易，称为企业对企业(或 B2B)。
- 3.支持网上购销活动的所有交易和业务流程。

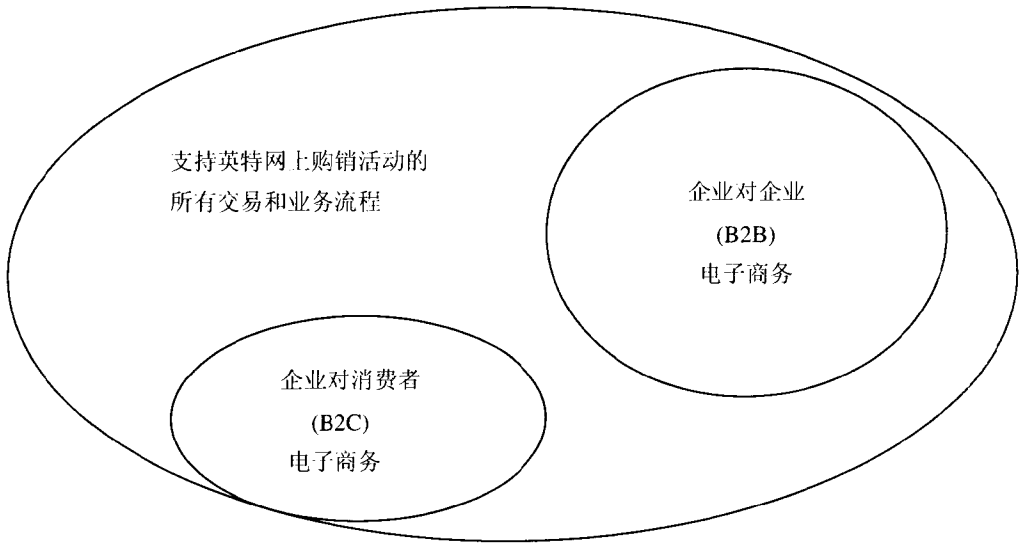


图 1.1 电子商务的要素

就交易的金额、数量而言，B2B 电子商务大于 B2C 电子商务。但支持 B2B 和 B2C 活动的交易和商务过程的金额又大于两者之和。

虽然万维网使很多企业和个人的在线购物成为可能，但从更广泛的意义上讲，电子商务已经存在很多年了。近几十年来，银行一直在使用电子资金转账（EFT），它是指通过企业间的通信网络进行的账户交易信息的电子传输。

企业介入人们所知的一种形式的电子商务，即电子数据交换（EDI）也有很多年了。参加 EDI 相互进行电子数据交换的企业叫贸易伙伴。在 EDI 中使用的标准格式含有企业在标准的纸面发票、订单和运输单据中包含的相同信息。像通用电气公司（GE）和沃尔玛（Wal-Mart）这样的公司是采用 EDI 来完善其订货业务，并改善与供应商的关系的先驱者。其他的企业，如 Sterling, Commerce One 和 Harbinger 开发了必要的软件并提供了必要的连

接，为企业间 EDI 的实施起到了关键作用。

EDI 的潜在使用者面对的一个严重的问题是实施 EDI 的高成本。直到前不久，使用 EDI 还意味着得先购买昂贵的计算机硬件和软件，然后要么（通过租用电话线）同所有的贸易伙伴建立直接的网络连接，要么租用增值网而成为增值网的一个用户。VAN 通常收取一笔固定的月租费，另外每笔交易还要收取一定的费用，这样更增加了已相当昂贵的实施 EDI 的费用。Open Market 公司是最早把 EDI 业务搬上英特网的企业之一，但许多其他 EDI 软件开发和咨询企业也加入了这股潮流。专家预测，到 2003 年英特网上的 EDI 交易额将超过 1 万亿美元。

理解电子商务全部范畴的一个好方法是，了解企业在商务活动中（即从事商务时）所从事的所有活动，然后学习企业是如何以电子方式从事这些活动的。

Reading Material

Electronic Commerce

Over the thousands of years that people have engaged in commerce with one another, they have adopted the tools and technologies that became available. For example, the advent of sailing ships in ancient times opened new avenues of trade to buyers and sellers. More recent innovations, such as the printing press, the steam engine, and the telephone, have each changed the way in which people conducted commerce activities.

For decades, firms have used various electronic communications tools to conduct different kinds of business transactions. Banks have used EFTs to move customers' money around the world, all kinds of businesses have used EDI to place orders and send invoices, and retailers have used television advertising to generate telephone orders from the general public for all kinds of merchandise.

Our definition of electronic commerce, mentions the use of electronic data transmission to implement or enhance business processes. Some people use the term Internet commerce to mean electronic commerce that specifically uses the Internet or the Web as its data transmission medium.

Since the field of electronic commerce is so new, people and businesses sometimes use terms in different ways. For example, IBM has defined electronic business to be “the transformation of key business processes through the use of Internet technologies.”

An important aspect of electronic commerce is that it can be used by firms to adapt to change. The business world is changing more rapidly now than ever before. Although many electronic commerce books are devoted to explaining technologies, their focus are on the business of electronic commerce. The technologies are only business-process enablers.

The term e-business refers to the process of conducting business using these new technologies. E-business includes using technology to enhance buying and selling online, improve customer service, and forge closer links with business partners. It also takes into consideration the changes in strategy and management practice needed to be successful in today's environment.

Reference Translation

电子商务

在人们彼此从事商务的几千年里，人们总是采用可利用的工具和技术。例如，古时帆船的出现为买卖双方的交易开辟了一个新的途径。此后的一些发明，如印刷术、蒸汽机和电话等，也都改变了人们要进行商务活动的方式。

在过去的几十年里，企业使用了多种电子通信工具来进行各种商业交易。银行使用电子资金转账（EFT）技术在全球范围内转移顾客的资金，各种企业使用电子数据交换（EDI）技术发出订单、寄送发票，零售商为各种商品做电视广告以形成普通公众的电话订货。

电子商务的定义提到使用电子数据传输来实施或加强业务流程，有人把专门使用因特网或万维网作为数据传输媒体的电子商务称为因特网商务。

由于电子商务是一个全新的领域，人们和企业有时以不同的方式使用这些术语。例如，IBM 把电子商务定义为“通过使用因特网技术对企业主要业务流程所做的改变。”

电子商务的一个重要方面是企业能利用电子商务来适应变化。商务领域现在的变化比以前任何时期都快。虽然许多电子商务书籍热衷于介绍技术，但其中心都在于电子商务的商务活动。技术只是商务流程的实现者。

电子商务一词指运用新技术来进行商务的过程。电子商务包括运用技术来提高网上买卖销售，改善客户服务，形成与商业伙伴的紧密联系。它还需考虑在当今环境中获得成功所必需的战略和管理实践的变革。