



高职高专
电子商务类课程规划教材

新世纪

实用电子商务英语

新世纪高职高专教材编审委员会组编

主编 王海东 从凤艳

E-commerce

大连理工大学出版社



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总序

我们已经进入了一个新的充满机遇与挑战的时代,我们已经跨入了21世纪的门槛。

20世纪与21世纪之交的中国,高等教育体制正经历着一场缓慢而深刻的革命,我们正在对传统的普通高等教育的培养目标与社会发展的现实需要不相适应的现状作历史性的反思与变革的尝试。

20世纪最后的几年里,高职高专教育的迅速崛起,是影响高等教育体制变革的一件大事。在短短的几年时间里,普通中专教育、普通高专教育全面转轨,以高职高专教育为主导的各种形式的培养应用型人才的教育发展到与普通高等教育等量齐观的地步,其来势之迅猛,发人深思。

无论是正在缓慢变革着的普通高等教育,还是迅速推进着的培养应用型人才的高职高专教育,都向我们提出了一个同样的严肃问题:中国的高等教育为谁服务,是为教育发展自身,还是为包括教育在内的大千社会?答案肯定而且惟一,那就是教育也置身其中的现实社会。

由此又引发出高等教育的目的问题。既然教育必须服务于社会,它就必须按照不同领域的社会需要来完成自己的教育过程。换言之,教育资源必须按照社会划分的各个专业(行业)领域(岗位群)的需要实施配置,这就是我们长期以来明乎其理而疏于力行的学以致用问题,这就是我们长期以来未能给予足够关注的教育目的问题。

如所周知,整个社会由其发展所需要的不同部门构成,包括公共管理部门如国家机构、基础建设部门如教育研究机构和各种实业部门如工业部门、商业部门,等等。每一个部门又可作更为具体的划分,直至同它所需要的各种专门人才相对应。教育如果不能按照实际需要完成各种专门人才培养的目标,就不能很好地完成社会分工所赋予它的使命,而教育作为社会分工的一种独立存在就应受到质疑(在市场经济条件下尤其如此)。可以断言,按照社会的各种不同需要培养各种直接有用人才,是教育体制变革的终极目的。



随着教育体制变革的进一步深入,高等院校的设置是否会同社会对人才类型的不同需要一一对应,我们姑且不论。但高等教育走应用型人才培养的道路和走理论型(也是一种特殊应用)人才培养的道路,学生们根据自己的偏好各取所需,始终是一个理性运行的社会状态下高等教育正常发展的途径。

高职高专教育的崛起,既是高等教育体制变革的结果,也是高等教育体制变革的一个阶段性表征。它的进一步发展,必将极大地推进中国教育体制变革的进程。作为一种应用型人才培养的教育,它从专科层次起步,进而应用本科教育、应用硕士教育、应用博士教育……当应用型人才培养的渠道贯通之时,也许就是我们迎接中国教育体制变革的成功之日。从这一意义上说,高职高专教育的崛起,正是在为必然会取得最后成功的教育体制变革奠基。

高职高专教育还刚刚开始自己发展道路的探索过程,它要全面达到应用型人才培养的正常理性发展状态,直至可以和现存的(同时也正处在变革分化过程中的)研究型人才培养的教育并驾齐驱,还需假以时日;还需要政府教育主管部门的大力推进,需要人才需求市场的进一步完善发育,尤其需要高职高专教学单位及其直接相关部门肯于做长期的坚忍不拔的努力。新世纪高职高专教材编审委员会就是由全国 100 余所高职高专院校和出版单位组成的旨在以推动高职高专教材建设来推进高职高专教育这一变革过程的联盟共同体。

在宏观层面上,这个联盟始终会以推动高职高专教材的特色建设为己任,始终会从高职高专教学单位实际教学需要出发,以其对高职高专教育发展的前瞻性的总体把握,以其纵览全国高职高专教材市场需求的广阔视野,以其创新的理念与创新的运作模式,通过不断深化的教材建设过程,总结高职高专教学成果,探索高职高专教材建设规律。

在微观层面上,我们将充分依托众多高职高专院校联盟的互补优势和丰裕的人才资源优势,从每一个专业领域、每一种教材入手,突破传统的片面追求理论体系严整性的意识限制,努力凸现高职高专教育职业能力培养的本质特征,在不断构建特色教材建设体系的过程中,逐步形成自己的品牌优势。

新世纪高职高专教材编审委员会在推进高职高专教材建设事业的过程中,始终得到了各级教育主管部门以及各相关院校相关部门的热忱支持和积极参与,对此我们谨致深深谢意;也希望一切关注、参与高职高专教育发展的同道朋友,在共同推动高职高专教育发展、进而推动高等教育体制变革的进程中,和我们携手并肩,共同担负起这一具有开拓性挑战意义的历史重任。

新世纪高职高专教育教材编审委员会

2001年8月18日

前 言

随着计算机网络技术的飞速发展,人类已经进入了高效的信息化时代,随之而来的商务、贸易等行业以迅雷不及掩耳之势进入了网络,使之快速成长,电子商务很快就成为商务领域的中心。网络和电子商务的发展,使贸易的国际化扩大了,而从事国际贸易是要以语言为支撑的。目前国际贸易最通用的语言仍然是英语,因此,为了能及时地了解计算机的最新技术,掌握国际、国内贸易的发展动向,更好地从事电子商务活动,必须具备较高的专业英语水平。

本书的编写,首先是让学生能掌握电子商务专业英语的基本术语,了解电子商务的理论知识;其次是要使学生能掌握专业英语的阅读及翻译技巧,提高其专业技能;此外,本书还为学生介绍了电子商务领域的最新发展动态和最新技术,拓展学生的知识面。

本书以电子商务理论知识为基础,精心组织,合理选材,为学生提供了一套内容丰富、技术先进的专业英语教材。同时为了帮助学生专业英语,我们还系统地介绍了专业英语中最常见的语法现象,以及科技英语的特点及翻译技巧。

本书由王海东、从凤艳担任主编,谢宏武、于长秋、王玉才担任副主编。具体编写分工如下:王海东(UNIT 1, UNIT 2, UNIT 3, UNIT 4, UNIT 6),谢宏武参与了这几个单元的编写,从凤艳(UNIT 5, UNIT 7, UNIT 8, UNIT 9, UNIT 10, UNIT 11, UNIT 12),于长秋、王玉才参与了这几个单元的编写。王海东负责全书统稿,青岛理工大学姜永波审阅了全书。同时感谢大连理工大学出版社给予的支持,感谢吉星烁与冯海欣在文字的录入过程中所做的大量工作。

由于作者水平有限,书中难免出现疏漏,恳请各位读者不吝赐教。

所有意见、建议请寄往:gzjckfb@163.com

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编 者

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新 世 界

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Unit 1



Introduction to Electronic Commerce



学习指导



电子商务在现代生活中的位置越来越重要，它的出现不仅为企业提供了创造效益的平台，而且也极大地方便了用户的使用，逐渐成为商务活动中占主导地位的形式。随着计算机及通信技术的发展，为电子商务发展提供了更加广阔的空间。本章主要介绍了以下内容：

- 什么是电子商务
- 电子商务的类型
- 电子商务的发展
- .com 的繁荣、破灭和重生
- 电子商务的优势
- 电子商务的劣势

1.1 Electronic Commerce and Electronic Business

To many people, the term “electronic commerce” means shopping on the part of the Internet. However, electronic commerce (or e-commerce) also includes many other activities, such as businesses trading with other businesses and internal processes that companies use to support their buying, selling, hiring, planning, and other activities. Some people use the term electronic business (or e-business) when they are talking about electronic commerce in this broader sense. For example, IBM defines electronic business as “the transformation of key business processes through the use of Internet technologies.” Most people use the terms “electronic commerce” and “electronic business” interchangeably. In this book, the term electronic commerce (or e-commerce) is used in its broadest sense and includes all business activities conducted using electronic data transmission technologies. The most common technology used is the Internet, but other technologies, such as wireless transmissions on mobile telephone and personal digital assistant (PDA) devices, are also included.

1.2 Categories of Electronic Commerce

Some people find it useful to categorize electronic commerce by the types of

entities participating in the transactions or business processes. The five general electronic commerce categories are business-to-consumer, business-to-business, business processes, consumer-to-consumer, and business-to-government. The three categories that are most commonly used are:

- Consumer shopping on the Web, often called business-to-consumer (or B2C)
- Transactions conducted between businesses on the Web, often called business-to-business (or B2B)
- Transactions and business processes that companies, governments, and other organizations undertake on the Internet to support selling and purchasing activities.

To understand these categories better, consider a company that manufactures stereo speakers. The company might sell its finished product to consumers on the Web, which would be B2C electronic commerce. It might also purchase the materials it uses to make the speakers from other companies on the Web, which would be B2B electronic commerce. Businesses often have entire departments devoted to negotiating purchase transactions with their suppliers. These departments are usually named supply management or procurement. Thus, B2B electronic commerce is sometimes called e-procurement.

In addition to buying materials and selling speakers, the company must also undertake many other activities to convert the purchased materials into speakers. These activities might include hiring and managing the people who make the speakers, renting or buying the facilities in which the speakers are made and stored, shipping the speakers, maintaining accounting records, purchasing insurance, developing advertising campaigns, and designing new versions of the speakers. An increasing number of these transactions and business processes can be done on the Web. Manufacturing processes (such as the fabrication of the speakers) can be controlled using Internet technologies within the business. All of these communication, control, and transaction-related activities have become important parts of electronic commerce. Some people include these activities in the B2B category; others refer to them as underlying or supporting business processes.

Figure 1-1 shows the three main elements of electronic commerce. The figure presents a rough approximation of the relative sizes of these elements. In terms of dollar volume and number of transactions, B2B electronic commerce is much greater than B2C electronic commerce. However, the number of supporting business processes is greater than that of B2C and B2B transactions combined.

The large oval in Figure 1-1 that represents the business processes that

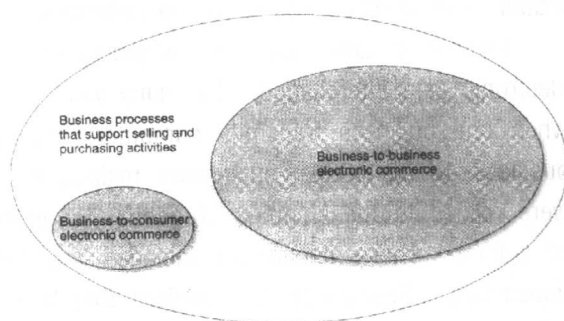


figure 1-1 Elements of Electronic Commerce

support selling and purchasing activities is the largest element of electronic commerce.

Some researchers define a fourth category of electronic commerce, called consumer-to-consumer (or C2C), which includes individuals who buy and sell items among themselves. For example, C2C electronic commerce occurs when a person sells an item through a Web auction site to another person. In this book, C2C sales are included in the B2C category because the person selling the item acts much as a business would for purposes of the transaction.

Finally, some researchers also define a category of electronic commerce as business-to-government (or B2G). This category includes business transactions with government agencies, such as paying taxes and filing required reports. An increasing number of states have Web sites that help companies do business with state government agencies. For example, the CAL-Buy site makes it easy for businesses to conduct online transactions with the State of California. In this book, B2G transactions are included in our discussions of B2B electronic commerce.

1.3 The Development and Growth of 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. Later innovations, such as the printing press, steam engine, and telephone, have each changed the way in which people conduct commerce activities. The Internet has changed the way people buy, sell, hire, and organize business activities in more ways and more rapidly than any other technology has in the history of business.

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 more than 30 years, banks have been employing electronic funds transfers (EFTs, also called wire transfers), which are electronic transmissions of account exchange information over private communication networks.

Businesses also have been engaging in a type of electronic commerce, known as electronic data interchange, for many years. Electronic data interchange (EDI) occurs when one business transmits computer-readable data in a standard format to another business. In the 1960s, businesses realized that many of the documents they exchanged were related to the shipping of goods, for example, invoices, purchase orders, and bills of lading. These documents included the same set of information for almost every transaction. Businesses also realized that they were spending a good deal of time and money entering this data into their computers, printing paper forms, and then reentering

the data on the other side of the transaction. Although the purchase order, invoice, and bill of lading for each transaction contained much of the same information—such as item numbers, descriptions, prices, and quantities—each paper form usually had its own unique format for presenting that information. By creating a set of standard formats for transmitting that information electronically, businesses were able to reduce errors, avoid printing and mailing costs, and eliminate the need to reenter the data.

Businesses that engage in EDI with each other are called trading partners. The U.S. government, which is one of the largest EDI trading partners in the world, also was instrumental in bringing businesses into EDI. For nine years, ending in 2001, the Defense Logistics Agency operated a number of Electronic Commerce Resource Centers (ECRCs) throughout the country. The ECRCs provided free assistance to many businesses, especially smaller businesses, so they could do EDI with the U.S. Defense Department and other federal agencies. The Georgia Institute of Technology continues to operate one of these centers as the Georgia Tech Electronic Commerce Resource Center, which serves businesses in Alabama, Georgia, and Tennessee.

1.4 The Dot-Com Boom, Bust, and Rebirth

Between 1997 and 2000 more than 12,000 Internet-related businesses were started with more than \$100 billion of investors' money. In an extended burst of optimism and what many came to describe as irrational exuberance, investors feared that they might miss the money-making opportunity of a lifetime. As more investors competed for a fixed number of good ideas, the price of those ideas increased. Worse, a number of bad ideas were proposed and funded. More than 5000 of these companies went out of business or were acquired in the downturn that began in 2000. The media coverage of the "dot-com bust" was extensive. However, between 2000 and 2003, more than \$200 billion was invested in purchasing electronic commerce businesses that were in trouble and starting new online ventures, according to industry research firm Web Mergers. This second wave of financial investment has not been reported extensively in either the general or business media, but it is fueling a rebirth of growth in online business activity.

After seeing so many new stories during the period from 2000 through 2002 proclaiming the death of electronic commerce, many people are surprised to find that the growth in online B2C sales had continued through that period, although at a slower pace than during the boom years of the late 1990s. Thus, the "bust" that was so widely reported in the media was really more of a slowdown than a true collapse. After four years of doubling or tripling every year, growth in online sales slowed to an annual rate of 20 to 30 percent starting in 2001. Most experts expect this growth rate

to continue over the next several years.

One force driving the growth in online sales to consumers is the ever increasing number of people who have access to the Internet. The Pew Internet & American Life Project (funded by the Pew Charitable Trusts) began conducting several long-term research projects in 2000 to study the growth of the Internet and its effects on society. You can consult its Web site for the latest reports on these projects. In 2004, a Pew research project found that two-thirds of Internet users have purchased at least one item online.

1.5 Advantages of Electronic Commerce

Firms are interested in electronic commerce because, quite simply, it can help increase profits. Just as electronic commerce increases sales opportunities for the seller, it increases purchasing opportunities for the buyer. Businesses can use electronic commerce to identify new suppliers and business partners. Negotiating price and delivery terms are easier in electronic commerce because the Internet can help companies efficiently obtain competitive bid information. Electronic commerce increases the speed and accuracy with which businesses can exchange information, which reduces costs on both sides of transactions. Many companies are reducing their costs of handling sales inquiries, providing price quotes, and determining product availability by using electronic commerce in their sales support and order-taking processes.

The benefits of electronic commerce extend to the general welfare of society. Electronic payments of tax refunds, public retirement, and welfare support cost less to issue and arrive securely and quickly when transmitted over the Internet. Furthermore, electronic payments can be easier to audit and monitor than payments made by check, providing protection against fraud and theft losses. To the extent that electronic commerce enables people to telecommute, everyone benefits from the reduction in commuter-caused traffic jam and pollution. Electronic commerce can also make products and services available in remote areas. For example, distance education is making it possible for people to learn skills and earn degrees no matter where they live or which hours they are available for study.

1.6 Disadvantages of Electronic Commerce

Some business processes may never lend themselves to electronic commerce. For example, perishable foods and high-cost, unique items, such as custom-designed jewelry, might be impossible to inspect adequately from a remote location, regardless of

any technologies that might be devised in the future. Most of the disadvantages of electronic commerce today, however, stem from the newness and rapidly developing pace of the underlying technologies. These disadvantages will disappear as electronic commerce matures and becomes more available to and accepted by the general population.

❖ Vocabulary

internal /in'tə:nl/	<i>a.</i> 内在的,国内的([反]external 外部的)
hire /haɪə/	<i>n.</i> 租金,工钱,租用,雇用
	<i>vt.</i> 雇请,出租
	<i>vi.</i> 受雇
interchange /,ɪntə'tʃeɪndʒ/	<i>vt.</i> (指两人等)交换
	<i>v.</i> 相互交换
categorize /'kætɪgəraɪz/	<i>v.</i> 加以类别,分类
participate /pɑ:'tɪsɪpeɪt/	<i>vi.</i> 参与,参加,分享,分担
stereo-prefix	表示“立体……”的意思
procurement /prə'kjuəmənt/	<i>n.</i> 获得,取得
rent /rent/	<i>v.</i> 租,租借,出租
	<i>n.</i> 租金
fabrication /fæbrɪ'keɪʃən/	<i>n.</i> 制作,构成,伪造物,装配工
approximation /ə,prɒksɪ'meɪʃən/	<i>n.</i> 接近,走近,/数/近似值
oval /'əʊvəl/	<i>a.</i> 卵形的,椭圆的
	<i>n.</i> 卵形,椭圆形
engage /ɪn'geɪdʒ/	<i>vt.</i> 使忙碌,雇佣,预定,使从事于,使参加
	<i>vi.</i> 答应,从事,交战,/机/接合,啮合
advent /'ædvənt/	<i>n.</i> (尤指不寻常的人或事)出现,到来
auction /'ɔ:kʃən/	<i>n.</i> 拍卖
	<i>vt.</i> 拍卖
avenue /'ævɪnju:/	<i>n.</i> 林荫道,大街,方法,途径,路
innovation /,ɪnəʊ'veɪʃən/	<i>n.</i> 改革,创新
invoice /'ɪnvɔɪs/	<i>n.</i> 发票,发货单,货物
	<i>v.</i> 开发票,记清单
instrumental /,ɪnstru'mentl/	<i>a.</i> 仪器的,器械的,乐器的
boom /bu:m/	<i>n.</i> 繁荣,隆隆声
	<i>v.</i> 发隆隆声,兴隆;迅速发展
bust /bʌst/	<i>v.</i> 破灭
investor /ɪn'vestə/	<i>n.</i> 投资者
optimism /'ɒptɪmɪzəm/	<i>n.</i> 乐观,乐观主义([反] pessimism 悲观主义)

irrational /i'ræʃənəl/	<i>a.</i> 无理性的,失去理性的
exuberance /ig'zju:bərəns/	<i>n.</i> 茂盛,丰富,健康
downturn /'dauntɜ:n/	<i>n.</i> 低迷时期
venture /ventʃə/	<i>n.</i> 冒险,投机,风险
	<i>v.</i> 冒险,冒昧,斗胆,胆敢(谦语)
triple /'tripl/	<i>n.</i> 三倍数,三个一组
	<i>a.</i> 三倍的
	<i>v.</i> 成为三倍;增至三倍
access /'ækses/	<i>n.</i> 通路,访问,入门
	<i>vt.</i> 存取,接近
bid /bid/	<i>vt.</i> 出价,投标,祝愿,命令,吩咐
	<i>n.</i> 出价,投标
	<i>v.</i> 支付
quote /kwəut/	<i>vt.</i> 引用,引证,提供,提出,报(价)
audit /'ɔ:dit/	<i>n.</i> 审计,稽核,查账
	<i>vt.</i> 稽核,旁听
	<i>vi.</i> 查账
fraud /frɔ:d/	<i>n.</i> 欺骗,欺诈行为,诡计,骗子,假货
telecommute /telikəmju:t/	<i>vi.</i> (在家里通过使用与工作单位连接的计算机终端)远距离工作
	<i>vt.</i> 通讯
perishable /'perɪʃəbl/	<i>a.</i> 容易腐烂的
mature /mə'tjuə/	<i>a.</i> 成熟的,到期的,充分考虑的,(票据等)到期的
	<i>vt.</i> 使成熟
	<i>vi.</i> 成熟,到期
integrate /'intigreɪt/	<i>vt.</i> 使成整体,使一体化,求……的积分
	<i>v.</i> 结合
conduct /kɒndʌkt, -dækt/	<i>n.</i> 行为,操行
	<i>v.</i> 引导,管理,为人,传导

❖ Phrases

e-commerce	电子商务(本书采用此做电子商务的专有名词)
e-business	电子商务
finished product	成品
purchase order	采购订单
bills of lading	提货单

Georgia Tech Electronic Commerce Resource Center

佐治亚电子商务技术资源中心

go out of business

倒闭

online business

网上企业

Pew Charitable Trusts

教友慈善信托基金

stem from

由……发生,滋生

❖ Abbreviations

PDA	personal digital assistant	个人数字终端
B2C	business-to-consumer	企业对消费者
B2B	business-to-business	企业对企业
C2C	consumer-to-consumer	消费者对消费者
B2G	business-to-government	消费者对政府
EFT	electronic funds transfer	电子资金转移
ECRCs	Electronic Commerce Resource Centers	电子商务资源中心

❖ Notes to the Passage

1. 注意以下 4 个词的不同含义:
transform vt. 使变化;改变
transfer vt.&vi. 迁移,移转
transmit vt. 传(播)送,传送(光、热)
transact vt.&vi. 办理,处理;交易
2. 在英语中,采取“名词”+“-”+“分词(或形容词)”的形式,起到对名词做修饰和加强的作用,如本文中的:transaction-related(相关交易的), computer-readable(计算机可读的),money-making(制造货币的,获取利润的),order-taking(采取订单的),commuter-caused(通讯引起的)。
3. IBM defines electronic business as “the transformation of key business processes through the use of Internet technologies.”
IBM 公司认为 e-business 是“使用互联网技术进行的关键业务流程转移”。
define...as... 将……定义为……
4. Some people find it useful to categorize electronic commerce by the types of entities participating in the transactions or business processes.
有些人认为可以按参与交易的实体或企业的流程方对电子商务进行分类。
这里 participating 做后置定语,修饰 entities。
5. Businesses often have entire departments devoted to negotiating purchase transactions with their suppliers.