电子商务英语

▶ 邓之宇　张立玉　编著

English for

Electronic Business

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序

　　自从实行对外改革开放的政策以来，我国与世界各国的商务往来日益增多。随着近年来中国的政治和经济实力不断的提升，特别是中国加入世界贸易组织以来，中国经济以前所未有的深度和广度继续对外开放，日益融入到区域经济和全球经济一体化的框架中，国际间的商务活动和接触愈加频繁。国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场，在中国设立分支机构、分公司及合资企业，引发了新一轮对高素质复合型外经贸人才的需求：要求他们具备良好的英语听、说、读、写、译以及对外交流、沟通的能力，同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提出了新的挑战，如何充分利用现有教育资源，培养大批社会急需的复合型商贸人才是我们所面临的重大研究课题。

　　目前，许多高等院校关于如何利用翻译技巧，准确处理商务资料，处理不同信息，进行商务谈判的书籍较少；从文化的角度向读者介绍商务沟通技巧，不同民族商务活动的差异、作用、影响等的实用书籍也不多；此外，随着现代商务活动国际化程度的不断提高，目前全国从事商务领域活动，包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多，为了满足当前社会经济发展的需要，也为了满足高等院校师生及从业人员的需要，我们结合近年来国际商务（贸）活动发展趋势及具体案例，从现代商务结合国际贸易的基本原则，从实用的角度向读者推出了《21 世纪实用商务英语教程》（Know-How for 21st Century's International Business）丛书。该丛书为"高等教育百门精品课程教材建设计划—类精品项目"。

　　本套丛书分为八分册，依次为：《国际商务英语中级口语》、《商务旅游英语》、《商务英语写作技巧》、《外贸英文制单》、《商务英语听说》（上）、《商务英语听说》（下）、《国际商务英语谈判》、《电子商务英语》。

　　《国际商务英语中级口语》针对国际商务活动的各个侧面，提供了充分的素材，以使学生掌握真实的、准确的商务知识，并根据口语教学的特点，设置了不同类型的教学形式如热身训练、个人训练、双人训练、小组训练、班级训练等，通过语音练习、实践对话、话题讨论等活动，让学生切实学会在国际商务活动中用英语表达自己，与人交流。书后的参考译文与详解可以帮助学生更好地掌握课堂内容，提高口语表达能力。

　　《商务旅游英语》力求结合商务工作的实际需要，介绍与中国进行商务贸易的主要国家的风土人情，社交礼仪等，为商务旅游人士，从业人员更好地熟悉不同国家的风俗习惯，礼仪礼节起到引导和指南的作用。

　　《商务英语写作技巧》涉及国际贸易、国际企业管理和国际市场调研等方面的内容写作。其范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站。

《外贸英文制单》完整而细致地描述了国际贸易中主要单据的种类、功能格式及内容，帮助学习者进一步掌握国际贸易单据缮制的要点，提高实际操作技能，为从事与国际贸易相关的工作打下坚实的基础。

《商务英语听说》（上、下两册）选材新颖，内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等，具有知识性、实用性、可读性的特点。

《国际商务英语谈判》将外贸业务的基本环节和内容有机结合起来，集知识性、科学性、娱乐性于一体，图文并茂、重点突出、内容新颖。强调实践的重要性，全书始终贯彻以"操练"为主，所选编的语言材料，体现了商务谈判的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《电子商务英语》涉及电子商务的历史、发展和理论；电子商务企业对客户、企业对企业的运作流程，网上支付，网络安全，电子政务和电子商务的发展前景。

本丛书的作者均在高等学校、研究单位或公司工作，具有丰富的教学、研究和实践经验，其中有的同志在商贸界享有盛名，颇有建树，且编著过相关书籍。在编著该套丛书过程中，作者做了大量的市场调查和案头工作，力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰、理论性和实用性强，通俗易懂、层次配套，其读者对象虽定位于高等学校商贸英语专业的学生，但对外贸易工作人员、商务管理人员、外企文员等，也大有裨益。相信该套丛书的出版，定会受到读者的欢迎。

由于商务英语具有极强的实践性、操作性，本套丛书在编写过程中，一方面力争使语言精炼、通俗易懂，同时体系完整，知识系统而全面；另一方面尽可能用图示和配光盘、课件等方法辅以文字说明来准确阐明国际商务的操作程序，以加深和巩固学习者的理解及记忆。2001～2002 年我们曾成功地策划和出版了《现代实用商务英语》丛书，该丛书有八册，依次为《商务跨文化交际》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《商务英语英汉口译》（该书已列入"十一五"国家级规划教材）、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。这套丛书一经推出，立即受到大家的好评，这套丛书已重印多次，获得了很好的社会效益和经济效益。根据市场新的需求，和广大读者来信的迫切需要，我们又精心策划组织了《21 世纪实用商务英语教程》这套丛书。相信这套丛书的出版定会给广大读者带来新的喜悦和帮助。

编撰本套丛书又是一次新的尝试，因编写人员能力有限，难免在编写中出现一些疏漏或错讹之处，恳请读者同仁予以批评指正。

总主编　张立玉
2006 年 7 月于武昌珞珈山

前　言

　　近年来，网络技术正在我国迅猛发展，而电子商务作为互联网的新的主要应用领域，也正以难以估量的速度发展，影响和改变着我国社会经济和生活的各个方面。从国际范围来讲，我国电子商务的发展无论是基础条件、整体水平，或是实施效果和普及程度，都与国际先进水平存在着较大差距，有相当大的发展空间。

　　电子商务的光辉前景预示着人才市场对电子商务技术人员的大量需求。目前，各类高校已陆续开设了与电子商务相关的专业，电子商务英语成了这些专业的必修课。由于电子商务涉及网络、通信、信息技术、国际商务等知识，加上大量的文献及学习资料来源于英语原版书籍，对英语技能的要求颇高，因此也突出了电子商务英语学习的必要性。

　　本书结合电子商务专业教学的实际需要，以其教学大纲为参考，通过国际权威机构、知名媒体和专业网站等途径采集出难度适中，涉及面广，具有新颖性、实用性和前瞻性的英语材料，并进行了严格认真的筛选。
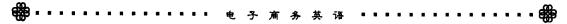
　　本书的体例和特点如下：

　　1. 内容编排

　　本书共十章，将电子商务各个环节相关的专业知识按章节分类进行介绍，重点突出，力求覆盖各个电子商务环节所涉及的重要英语表达法及概念。

　　2. 章节体例

　　每一章节分为四个部分，分别为 E-business Essentials（电子商务基础）、Online Reading Materials（网上时文阅读）、Online Surfing（网上冲浪）、Supplementary Reading（课外阅读）。电子商务基础部分是全章的重点，介绍该章节所涉及的电子商务知识，对其中关键的电子商务术语均有英语注释。网上时文阅读部分是全章的难点，所选取的电子商务专业课文具有代表性，是原汁原味的英语语料。为了方便读者对电子商务的英语术语、词汇和惯用法进行总结和积累，每篇课文后都有相应的词汇表、句子注释及全篇译文。网上冲浪部分是全章的实践环节，重点突出相关技术的介绍和实际应用，引导读者积极参加实践活动，将书本的知识转化为一种谋生的技术和本领。课外阅读部分选材新颖有趣，有助于开阔读者的视野。每章节四个部分相辅相成，理论与实践并重，共同构成一个掌握电子商务英语的完整体系。

　　本书将电子商务知识与英语学习有机地结合起来，适合高等院校电子商务专业、外经贸专业及商务英语专业的学生使用，也可供网络、商贸人员参考。

　　电子商务英语是一个涉及多种学科的新领域，在本书的编写过程中，作者参考了大量国内外电子商务相关的书籍和资料，个别之处引用了现成资料，在此特向原书作者致以衷

心的感谢!

  由于作者水平有限,难免有错误与疏漏之处,恳请广大读者批评指正。

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邓之宇 张立玉

2006 年 9 月

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Contents

Chapter 1 Internet and World Wide Web

While the Internet is now universally recognized as being an important business medium, many business owners and managers remain unclear about what it can do for them. In Chapter 1, we will gain this understanding and comprehend why, when and how people use the Internet and the World Wide Web.

Section A *E-Business Essentials*

Warm-up Questions

1. How often do you use Internet?
2. Why do you go on the Internet?
3. What kinds of web sites do you often visit?
4. Are you interested in English web sites? Which ones do you know well?

The ABC of Internet and World Wide Web

The Internet

The Internet is a global network connecting millions of computers. More than 100 countries are linked into exchanges of data, news and opinions.

Unlike online services, which are centrally controlled, the Internet is decentralized by design. Each Internet computer, called a host, is independent. Its operators can choose which Internet services to use and which local services to make available to the global Internet community. Remarkably, this anarchy by design works exceedingly well.

There are a variety of ways to access the Internet. Most online services, such as America Online, offer access to some Internet services. It is also possible to gain access through a commercial Internet Service Provider (ISP).

The World Wide Web

The World Wide Web is a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called HTML (Hypertext

Markup Language) that supports links to other documents, as well as graphics, audio, and video files. This means you can jump from one document to another simply by clicking on hot spots. Not all Internet servers are part of the World Wide Web.

There are several applications called Web browsers that make it easy to access the World Wide Web; two of the most popular being Netscape Navigator and Microsoft's Internet Explorer.

The Difference between the Internet and the World Wide Web

Many people use the terms *Internet* and *World Wide Web* (*the Web*) interchangeably, but in fact the two terms are not synonymous. The Internet and the Web are two separate but related things. The Internet is a massive network of networks, a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. Information that travels over the Internet does so via a variety of languages known as protocols.

The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet. It is an information-sharing model that is built on top of the Internet. The Web uses the HTTP protocol, only one of the languages spoken over the Internet, to transmit data. Web services, which use HTTP to allow applications to communicate in order to exchange business logic, use the Web to share information. The Web also utilizes browsers, such as Internet Explorer or Netscape, to access Web documents called Web pages that are linked to each other via hyperlinks. Web documents also contain graphics, sounds, text and video.

The Web is just one of the ways that information can be disseminated over the Internet. The Internet, not the Web, is also used for e-mail, which relies on SMTP, USENET news groups, instant messaging and FTP. So the Web is just a portion of the Internet, albeit a large portion, but the two terms are not synonymous and should not be confused.

The Brief History of the Internet and the World Wide Web

In 1968, a pioneering long-haul wide area network was funded by DARPA. DARPA is an agency of the US Department of Defense responsible for the development of new technology for use by the military. The network was called ARPAnet (Advanced Research Projects Agency Network). It then became operational and served as the basis for early networking research, as well as a central backbone during the development of the Internet. Quickly realizing the usefulness of such a network, researchers at colleges and universities soon began using it to share data. In the 1980s the military portion of the early Internet became a separate network called the MILnet. Meanwhile, the National Science Foundation (NSF) began overseeing the remaining non-military portions, which is called the NSFnet. Thousands of commercial (. com or . co), university (. ac or . edu) and other research networks (. org, . net) began connecting to the NSFnet.

Until the advent of the World Wide Web in 1990, the Internet was almost entirely unknown outside universities and corporate research departments and was accessed mostly via command line interfaces such as Telnet and FTP. Since then it has grown to become an almost-ubiquitous aspect of modern information systems, becoming highly commercial and a widely accepted medium for all sorts of customer relations such as advertising, brand building, and online sales and services. Its original spirit of cooperation and freedom have, to a great extent, survived this explosive transformation with the result that the vast majority of information available on the Internet is free of charge.

Notes

1. **network**: A group of two or more computer systems linked together.
2. **data**: Distinct pieces of information, usually formatted in a special way.
3. **host**: A computer that is connected to a TCP/IP network, including the Internet. Each host has a unique IP address.
4. **America Online**: A popular online service. It is often abbreviated as AOL.
5. **ISP**: Internet Service Provider, a company that provides access to the Internet. For a monthly fee, the service provider gives the user a software package, user name, password and access phone number. Equipped with a modem, the user can then log on to the Internet and browse the World Wide Web, and send and receive e-mail.
6. **hot spot**: An area of a graphics object, or a section of text, that activates a function when selected. Hot spots are particularly common in multimedia applications, where selecting a hot spot can make the application display a picture, run a video, or open a new window of information.
7. **Netscape Navigator**: Netscape Communication's popular Web browser. There are many versions of Navigator, and it runs on all the major platforms — Windows, Macintoshes, and UNIX.
8. **Microsoft's Internet Explorer**: Often abbreviated as IE, Microsoft's Web browser. Like Netscape Navigator, Internet Explorer enables you to view Web pages. Both browsers support Java and JavaScript. Internet Explorer also supports ActiveX.
9. **protocol**: An agreed-upon format for transmitting data between two devices.
10. **hyperlink**: An element in an electronic document that links to another place in the same document or to an entirely different document.
11. **SMTP**: Short for Simple Mail Transfer Protocol, a protocol for sending e-mail messages between servers.
12. **USENET**: A worldwide bulletin board system that can be accessed through the Internet or through many online services.
13. **instant messaging**: Abbreviated IM, a type of communications service that enables

you to create a kind of private chat room with another individual in order to communicate in real time over the Internet.

14. **FTP**: Short for File Transfer Protocol, the protocol for exchanging files over the Internet.

15. **MILnet**: Military Network.

16. **NSFnet**: National Science Foundation Network.

Questions for Further Discussion

1. How is the Internet different from the internet (with a small "i")?
2. How can we benefit from the using of Internet?

Section B *Online Reading Material*

The Internet and Business

When the Internet began to be used for commercial purposes back in the mid-1990s, no one could have predicted the effect it would have on the business world. Web sites were viewed as optional extras that looked impressive, but didn't actually *do* very much. ① E-mail was treated with suspicion and considered by many as either an impersonal or an impractical way of communicating. Now, however, things are different. As millions of people around the world now use the Internet on a regular basis, any business worth its salt is expected to have a Web site and to keep in touch via e-mail.

Cheaper Internet access, ever faster and more powerful connections and the rise of the "mobile Internet" have all played their part in the online revolution. ② The main factor, though, is the Internet itself: a vast network of information and resources that also allows people to interact with each other from anywhere in the world. However, it is not enough to recognize the significance of the Internet without understanding what it means for your business. We therefore need to take a closer look at how the Internet is used.

Understanding the Internet

Succeeding at e-Business is not a question of six-figure marketing budgets or technological wizardry. Rather, it is about understanding how and why people use the Internet. There are four main reasons for people going on the Internet. These are:

- To find information
- To be entertained
- To interact
- To shop

If a website cannot satisfy any of the above criteria (and many don't), it is unlikely

to become a cyber success. If, on the other hand, you design your e-Business efforts from the perspective of the end-user, you will be on the right track. This "outside-in" approach is the key to every effective site, from Amazon to Yahoo!. Even if your online activity is only intended to support or supplement your offline business, you must be able to offer something of real substance, be it information, entertainment, interaction or fantastic products. ③ Furthermore, although the world population of e-shoppers is rapidly on the increase, online shopping is a completely different practice to shopping on the high street. ④ For a start, nobody is going to just "Pass by" your site and make a spur of the moment purchase. ⑤ People who arrive at your site are there because they have sought you out, not because you have an attractive workplace or because you are conveniently located.

Businesses are now expected to inform and interact with their customers at a closer level than ever before. The old business cry of "location, location, location" has now been overshadowed by the voice of e-Business: "information, information, information."

Another difference is that you have a lot more competition. While a record shop in Cambridge may be the only seller of rare jazz album in that area, on the Web, there will be many other places people can visit to satisfy their jazz cravings. This means that simply laying out your wares isn't enough. No matter how "niche" your business is, the chances are that there are other people out there doing something similar (for instance, there are over 100 websites out there selling nothing but hot chili sauce). The Internet may have made the world a smaller place, but it has made the market a whole lot larger. You therefore need to add value to your website, and to differentiate your e-Business from its competition. This is the challenge.

Five Web watch words

To succeed on the Internet, it is important to realize that what works well in the real world may not work online, and vice versa.

The Internet is not just a new form of media—it brings with it a whole set of ground rules. These rules are centered on five Web watch words: speed, intimacy, communication, information and interactivity. ⑥

- *Speed* The Internet is said to move at seven times the speed of normal time. It's expected that e-mail messages are responded to on the same day, websites are continually being updated and online markets evolve within a matter of weeks.
- *Intimacy* Although the Internet is often viewed as cold and inhuman, it actually allows businesses to get closer to their customers than ever before. As Kevin Roberts, CEO of Saatchi & Saatchi Worldwide, says, "people open up and share how they feel on the Net—something they just don't do in more classical research formats such as focus groups."

- *Communication* The Internet aids communication both between a business and its customers, and within the business. The convenience of e-mail and the accessibility of websites mean that employers and customers are less likely to be kept in the dark.
- *Information* The Web is the world's largest and most up-to-date research library. You can find out more information about your competitors, your customers and your industry than ever before. At the same time, people will also be able to find out more about you. On the Internet—as in the *X Files*—the truth is always out there.
- *Interactivity* Unlike traditional media, the Internet is highly interactive. One of the consequences of this is that people pull information towards them①. This means that on the Net more effort is sometimes needed to differentiate your business from its competition. The Net's interactivity makes it possible for users to tailor information according to their own particular requirements. It therefore allows a business to communicate on a one-to-one level with all its customers simultaneously. Instead of broadcasting your message to the world in general, the Net enables you to narrowcast and communicate with individuals on their own terms.

Doing business from the "outside in"

E-Business experts generally agree that the secret to online success is doing business from the outside in. Essentially this means that instead of starting with what *you* do and how *you* do it, you start with what the *customer* wants. The Internet is a "pull" not "push" medium. Users pull the data they need towards them—in cyberspace there is no successful way of pushing your business message on to people who haven't asked for it.⑧ "Spamming" (the act of sending junk e-mail) is, after all, the ultimate breach of online etiquette.

As the Internet is a two-way medium, it enables a great deal of consumer feedback. Companies can interact with customers and discover what they *really* think about their service.

Net benefits

The time when the Internet was the preserve of desktop computers is now over as it can now be accessed via mobile phones, TV sets, even passport photo booths.⑨ As the dividing line between cyberspace and the real world becomes blurred, the Internet is increasingly seen as significant for business that have traditionally remained offline.

Although the Internet has the potential to make your business environment more competitive, it should not be seen as a threat. It is, instead, an opportunity to consolidate and build on your business achievements.

The benefits of the Internet for real-world business are clear. It can help in all the following areas:

- *Saving money*   The Internet can help your business save on the administration costs of taking orders by automating the process. E-mail can help you save on stationery costs, and online marketing often proves a lot more cost-effective than marketing offline.

- *Improving customer service*   By increasing the possibilities for communication between your business and its customers, you can offer an improved level of service to your existing customers.

- *Keeping records of your activities*   Because the Internet enables you to store information, you can keep track of all business correspondence very easily.

- *Attracting new staff*   The World Wide Web is now one of the most important resources for job seekers. According to a survey conducted by the UK Organization Jobtrack, 79 per cent of college and university students say that the quality of a potential employer's Web site is an important factor when deciding whether or not to apply for a job there.

- *Preserving your market share*   The Internet is not only a means of expanding your business, it is also a way to protect and hold on to the market you have already established. Real-world business risk losing out to slick start-ups if they don't embrace the Internet with open arms. ⑩

- *Making money*   The Internet offers business new ways of making additional revenue. As well as providing a new platform from which to sell your products, you can also make money from affiliate programs, selling advertising space, securing sponsorship and various other methods. ⑪

- *Going worldwide*   Your website can help you reach a world-wide market as geographical limitations are all but eliminated. ⑫

- *Being in constant contact*   The Internet transforms your 9 to 5 business into a 24-hour operation. Your Web site works while you are asleep.

- *Knowing your market*   As the Internet is interactive, you can receive constant feedback from your audience. The Internet can therefore help you take market research to a whole new level.

More than the Web

When people think of the Internet, they tend to think of the World Wide Web. In part, this may be explained by the fact that the media's coverage of the Internet tends to centre on websites. ⑬ The fact remains, however, that e-mail, not the Web, is the most widely used Internet application. Most people who log on to the Net do so either to send or to receive e-mail messages. In fact, it is possible to do e-Business without using the Web at all. E-mail can be used to improve communications both within and outside your business.

The Internet and the real world

Although to a certain extent the Internet can be seen as separated to the "brick and