



最新商务英语系列教材

ELECTRONIC BUSINESS ENGLISH

电子商务英语

徐 源 主编

苏州大学出版社
Soochow University Press



高等学校

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电子商务英语

主 编 徐 源

副主编 金焕荣 鲁加升 张 涛 姚春宁

编 者 徐 源 吴建国 文 格 施 翔

步阳辉

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顾 问: 徐青根 鲁加升

编 委: (以姓氏笔画为序)

于延梅	王红华	王金华	王 娅
王 翔	王德丽	毛卫强	方小勇
文 格	朱冬梅	刘 莹	孙亚玲
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穆连涛			

策 划: 许周鹤 汤定军



编者的话

21 世纪的中国,改革开放不断深化,对外经济交往愈加频繁。在经济全球化的大背景下,发展日益广泛的国际商务领域对国际商务英语人才的培养在数量上和质量上都提出了新的要求。而同时随着网络与信息化时代的到来,作为一种充满着生机与活力的商务模式,电子商务为传统的商务带来了重大的挑战。因此,了解电子商务、加强英语技能已经成为培养复合型人才的要求。这些人才既要有扎实的英语语言功底,又要有丰富的商务知识,并能在商务实践中灵活自如地应对各种复杂多变的情况。在这样的背景下,《电子商务英语》教材(以下简称“教材”)应运而生。

在教材的设计与编写过程中,编者参阅了大量的西方文献资料,从有关教材、学术期刊、论坛文章以及其他出版物中选取了原汁原味的英文资料。教材从互联网的基本知识入手,介绍了电子商务的基本概念、电子商务营销的基本知识、电子商务方面的公共与政策性事务、电子商务的策划与运作等,并展望了电子商务的未来发展。选材的内容涵盖了电子商务领域的重要方面。

教材不仅以提高学习者英语能力和帮助学习者了解商务知识为唯一目的,还致力于培养学习者掌握良好的学习方法、提高自主学习的能力,为学习者今后的自我学习发展与知识更新打下坚实的基础。

此外,教材强调了学习者英语语言的运用与商务知识的拓展,将语言知识的学习与专业知识的学习结合起来,为更好地进行语言知识与专业知识的学习开拓了新的思路。

本书是集体智慧的结晶。施翔老师编写了第1~3单元与第7单元,文格老师编写了第4~6单元,徐源老师编写了第8~12单元。全书由徐源老师策划与统稿、吴建国老师主审。步阳辉老师承担了本书部分资料的搜集、整理以及审校的有关工作。

在编写过程中,编者参考了国内外大量有关资料和信息,主要参考文献附于书末。在此,谨表诚挚的谢意。

由于编者经验不足、水平有限,错漏之处在所难免,恳请广大学界同仁和读者指正。

徐 源

2007 年 6 月



使用说明

教材的使用对象

本书可用作大学英语专业本专科学生的教材,也可作为经济、贸易、管理等相关专业的大学本专科学生的专业英语教材或自学教材,并可供企业在职人员培训使用以及有志于从事国际商务活动的人士自学使用。

教材的教学目标

1. 学习与深化英语语言知识;
2. 拓展英语语言学习到专门用途英语范畴(商务英语、电子商务英语、计算机英语);
3. 掌握 lexical approach 这一语言学习方法与提高自学能力;
4. 对电子商务概念的一般性了解;
5. 通过实践项目提高拓展学习者的英语自主学习能力和利用所学英语知识完成实践项目的能力。

教材的语言学理论依据

从20世纪80年代开始,许多语言学与应用语言学的著作陆续引入我国。广大从事商务英语教学的工作者和研究者在教学实践的同时,潜心攻读相关理论,把理论应用于教学实践与教学科研。在教材的设计与编写过程中,编者十分注意理论对实践的指导作用。

根据第二语言习得理论,教材对阅读材料的长度进行了适当的控制,每篇阅读材料的长度控制在650~800单词的范围内。教材全部单词量大约为4000,其中大约70%为大学英语四级内词汇,5%为大学英语六级内词汇,其余25%的单词基本为经济、贸易、管理等商务有关专业的常见一级词汇。

考虑到单词是专门用途英语领域学习者学习的最主要困难与障碍之一,教材的编排以 lexical approach 为主要方法。教材的练习以词汇为主,兼有理解、结构与应用等任务。其中词汇练习强调三个方面能力的培养:第一,依据“建构主义”的教学理念与成人语言学习的特点,注重在学习者现有知识结构基础上其 productive vocabulary 的发展,注意培养学习者原有词汇的“使用”能力;第二,对于商务领域中常见的一级词汇保证一定的词汇复现率,加强学习者对这些词汇的认知程度,做到认得、懂得;第三,提高学习者在语言学习中的意识,掌握一定的学习方法,培养学习者使用 lexical approach 进行自主学习的能力。

此外,根据语言输出理论,教材注意通过实践性任务的设定,努力培养学习者应用其所学语言知识从事商务活动的能力,力图使 input 转化为有效的 output,加强学习者对语言知识的掌握与运用。

教材在教学中的使用

由于教材兼有英语语言学习与商务知识学习的双重功能,教材在使用中可以针对不同教学对象的特点和情况进行有针对性地教学。

一般情况下,建议在专业学习的高级阶段(即第三、第四学年)对具有一定英语基础的学习者使用本教材。针对英语专业的学习者,其教材使用侧重(电子)商务知识的学习与掌握,同时兼顾英语知识的巩固与提升。针对商务有关专业的学习者,其教材使用以语言知识的学习与掌握为要点,拓展学习者的英语知识到专门用途英语(商务)的范畴,并力求同时巩固与强化其在商务类专业课中所习得的有关(电子)商务方面的知识。

教材的课文内容选材主要来自西方关于电子商务主题的教材、学术期刊、论坛文章、以及其他出版物。其话题针对用户群体特点,侧重于电子商务的一般性了解层面,技术性较强且专业难度较大的电子商务技术及其实现内容不作为重点。

同时,教材虽然依据 lexical approach 这一主要方法,教学中教师仍然应该对复杂的句法与篇章层面的结构问题进行讲解,并应注意到针对 lexical approach 设计的练习具有相当的启发性,其目的不仅仅是为了加强学习者词汇的习得,同时应通过多种多样的练习方式,引导学习者掌握 lexical approach 的学习方法,故在教学过程中建议不要简单地把练习的正确率作为对学习效果进行评估和考查的唯一标准。另外,值得指出的是,在教材练习中有少量生词,编者没有做出相应的中文注释,学习者可以自己查阅字典学习,一方面可以提高学习者的语言学习意识,另一方面也是对学习者的词汇习得方法的补充练习。

教材的框架结构

教材共 12 单元,每单元有 3 篇课文,每单元计划用于 6 学时课堂教学,整个教材支持 72 个学时(一个学期)的教学活动。教师可以根据实际情况选择其中部分内容以适应不同教学计划安排。

教材每单元 3 篇课文,为分别针对该单元话题的不同方面内容。其中第 1 篇与第 2 篇为重点,与话题相对关系更加紧密,掌握要求也高一些;第 3 篇主要是单元话题的拓展内容,可以作为选学内容或课后阅读材料使用。每单元第 1 篇与第 2 篇课文包括课文理解练习、词汇练习、语言知识应用与单元话题知识拓展练习。每单元第 3 篇课文为选学内容,练习只包括课文理解与语言知识应用与单元话题知识拓展,但教师可以要求学习者在课后依据其掌握的 lexical approach 学习方法,对有关语言知识进行自主学习。

同时,教材有配套的教师用书,可以直接向出版社订购。教师用书包括课文的结构重点与难点、词汇重点与难点、练习答案、所有课文的参考译文等有关教学辅助内容。

徐 源

2007 年 6 月



标记说明

<i>n.</i>	名词
<i>v.</i>	可用作及物动词或不及物动词
<i>vi.</i>	只用作不及物动词
<i>vt.</i>	只用作及物动词
<i>a.</i>	形容词
<i>ad.</i>	副词
<i>prep.</i>	介词
<i>num.</i>	数词
[U]	不可数名词
[singular]	(名词)单数名词
[plural]	(名词)复数名词
[usually singular]	(名词)通常用单数形式
[usually plural]	(名词)通常用复数形式
[intransitive always + adverb/preposition]	(动词)始终不及物,且后跟副词/介词词组
[intransitive always + preposition]	(动词)始终不及物,且后跟介词词组
[intransitive, transitive always + adverb/preposition]	(动词)不及物,或始终及物,且后跟副词/介词词组
[transitive always + adverb/preposition]	(动词)始终及物,且后跟副词/介词词组
[usually passive]	(动词)通常用作被动式
[not in progressive]	(动词)不用于进行体
[only before noun]	(形容词)只用于名词前
[usually before noun]	(形容词)通常用于名词前
[not before noun]	(形容词)不用于名词前
[prefix]	前缀
[= XXX]	与 XXX 近义
(formal)	正式用语
(informal)	非正式用语



高等学校最新商务英语系列教材



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Unit 1

Business and the Internet



Text A

Understanding the Internet

The Internet is a system architecture that has revolutionized communications and methods of commerce by allowing various computer networks around the world to interconnect. Sometimes referred to as a “network of networks”, the Internet emerged in the United States in the 1970s but did not become visible to the general public until the early 1990s. By the beginning of the 21st century, approximately 360 million people, or roughly 6 percent of the world’s population, were estimated to have access to the Internet. It is believed that at least half of the world’s population will have some form of Internet access by 2010 and that wireless access will play a growing role.

The Internet provides such a powerful and general capability that it can be used for almost any purpose that depends on information, and it is accessible to every individual who connects to one of its constituent networks. It supports human communication via electronic mail (e-mail), “chat rooms”, newsgroups, audio and video transmission and allows people to work collaboratively at different locations. It supports access to digital information by many applications, including the World Wide Web. The Internet has proved to be a spawning ground for a large and growing number of “e-businesses”, which carry out most of their sales and services over the Internet. Many experts believe that the Internet will dramatically transform business as well as society.

While the Internet is fast developing, the precise structure of its future is not yet clear. However, many directions of its growth seem apparent. One is the increased availability of wireless access. Wireless services enable applications not previously possible in any economic fashion. For example, global positioning systems (GPS) combined with wireless Internet access would help mobile users to locate alternate routes, generate precise accident reports and initiate recovery services, and improve



traffic management. In addition to wireless laptop computers and personal digital assistants (PDAs), wearable devices with voice input and special display are under development.

Another future direction is toward higher backbone and network access speeds. Backbone data rates of 10 billion bits (10 gigabits) per second are readily available today, but data rates of 1 trillion bits (1 terabit) per second or higher will eventually become commercially feasible. If the development of computer hardware, software, applications, and local access keeps pace, it may be possible for users to access networks at speeds of 100 gigabits per second. At such data rates, high-resolution video—indeed, multiple video streams—would occupy only a small fraction of available bandwidth. Remaining bandwidth could be used to transmit auxiliary information about the data being sent. Both public and private research has gone into integrated broadband systems that can simultaneously carry multiple signals—data, voice, and video. In particular, the US government has funded research to create new high-speed network capabilities dedicated to the scientific research community.

It is clear that communications connectivity will be an important function of a future Internet as more machines and devices are interconnected. In 1998, after four years of study, the Internet Engineering Task Force published a new 128-bit IP address standard intended to replace the conventional 32-bit standard. By allowing a vast increase in the number of available addresses (2^{128} , as opposed to 2^{32}), this standard will make it possible to assign unique addresses to almost every electronic device imaginable.

The dissemination of digitized text, pictures, and audio and video recordings over the Internet, primarily available today through the World Wide Web, has resulted in an information explosion. Clearly, powerful tools are needed to manage network-based information. Information available on the Internet today may not be available tomorrow without careful attention being paid to preservation and archiving techniques. The key to making information persistently available is infrastructure and the management of that infrastructure. Repositories of information, stored as digital objects, will soon populate the Internet. At first these repositories may be dominated by digital objects specifically created and formatted for the World Wide Web, but in time they will contain objects of all kinds in formats that will be dynamically processed by users' computers in real time. Information will have its own identity and, indeed, become a "first-class citizen" on the Internet.

Words & Phrases

communications *n.* [plural] ways of sending information, especially using radio, telephone, or computers

emerge	vi.	to appear or come out from somewhere: <i>The sun emerged from behind the clouds.</i>
visible	a.	something that is visible can be seen: <i>The comet is visible to the naked eye.</i>
invisible	a.	<i>The house was surrounded by trees and invisible from the road.</i>
approximate	a.	an approximate number, amount, or time is close to the exact number, amount etc, but could be a little bit more or less than it
approximately	ad.	<i>The plane will be landing in approximately 20 minutes.</i>
roughly	ad.	not exactly [= about, approximately]: <i>There were roughly 200 people there.</i>
estimate	n.	a calculation of the value, size, amount etc of something: <i>a rough estimate of how much time we'll need</i>
	vt.	to try to judge the value, size, speed, cost etc of something, without calculating it exactly: <i>The tree is estimated to be at least 700 years old.</i>
access	n.	the right to enter a place, use something, see someone etc: <i>Access to the papers is restricted to senior management.</i>
	vt.	to enter a place, use something, see someone etc: <i>The library's database can be accessed via workstations in the reference room.</i>
accessible	a.	<i>Because of the snow, many parts of the countryside are only accessible by helicopter.</i>
accessibility	n.	[U]
capability	n.	the natural ability, skill, or power that makes a machine, person, or organization able to do something, especially something difficult
constituent	a.	(formal) [only before noun] being one of the parts of something: <i>the EU and its constituent members</i>
	n.	one of the substances or things that combine to form something: <i>Sodium is one of the constituents of salt.</i>
collaborative	a.	collaborative effort/work/project etc, a job or piece of work that involves two or more people working together to achieve something: <i>The new system was the product of a collaborative project between Apple and IBM.</i>
collaboratively	ad.	
spawn	vt.	to make a series of things happen or start to exist: <i>New technology has spawned new business opportunities.</i>



expert	n.	someone who has a special skill or special knowledge of a subject, gained as a result of training or experience
dramatic	a.	great and sudden: <i>Universities have suffered a dramatic drop in student numbers.</i>
dramatically	ad.	
transform	vt.	to completely change the appearance, form, or character of something or someone, especially in a way that improves it: <i>Increased population has transformed the landscape.</i>
transformation	n.	a complete change in someone or something
precise	a.	precise information, details etc are exact, clear, and correct: <i>Divers have been unable to find the precise location of the sunken ship.</i>
apparent	a.	easy to notice: <i>It soon became apparent that we had a major problem.</i>
available	a.	something that is available is able to be used or can easily be bought or found: <i>Not enough data is available to scientists.</i>
availability	n.	[U]
previously	ad.	before now or before a particular time: <i>Industrial robots perform tasks that were previously done by human operators.</i>
alternate	a.	① [usually before noun] used to replace another thing of the same type [= alternative]: <i>an alternate method of payment</i> ② two alternate things are placed one after the other in a regular pattern: <i>alternate blue and red stripes</i>
generate	vt.	to produce or cause something [= create]: <i>The program would generate a lot of new jobs.</i>
initiate	vt.	(formal) to arrange for something important to start, such as an official process or a new plan: <i>They have decided to initiate legal proceedings against the newspaper.</i>
recovery	n.	[U] the process of returning to a normal condition after a period of trouble or difficulty: <i>Hopes of economic recovery are fading.</i>
laptop	n.	便携式电脑
desktop	n.	台式电脑
wear	vt.	to have something such as clothes, shoes, or jewelry on your body: <i>He wore glasses for reading.</i>
wearable	a.	
backbone	n.	主干网
readily	ad.	quickly and easily: <i>Boats are readily available to visitors.</i>
eventual	a.	happening at the end of a long period of time or after a lot of

other things have happened: *Sweden were the eventual winners of the tournament.*

eventually	ad.	
feasible	a.	a plan, idea, or method that is feasible is possible and is likely to work: <i>a feasible solution</i>
keep pace (with)		to change or increase as fast as something else, or to move as fast as someone else: <i>The supply of materials cannot keep pace with demand.</i>
resolution	n.	[U] the power of a television, camera, microscope etc to give a clear picture 分辨率, 解析度
fraction	n.	a very small amount of something: <i>I got these shoes at a fraction of the original price.</i>
bandwidth	n.	the amount of information that can be carried through a telephone wire, computer connection etc at one time 带宽
auxiliary	a.	an auxiliary motor, piece of equipment etc is kept ready to be used if the main one stops working properly: <i>auxiliary equipment</i>
integrate	vt.	if two or more things integrate, or if you integrate them, they combine or work together in a way that makes something more effective: <i>Colorful illustrations are integrated into the text.</i>
integrated	a.	<i>an integrated public transport system</i>
integration	n.	[U] <i>the integration of data from other surveys</i>
broadband	n.	[U] wideband 宽带
simultaneous	a.	things that are simultaneous happen at exactly the same time: <i>Up to twenty users can have simultaneous access to the system.</i>
simultaneously	ad.	
fund	vt.	to provide money for an activity, organization, event etc: <i>The project is jointly funded by several local companies.</i>
dedicated to		(to use a place, time, money etc) only for a particular purpose: <i>The Woodland Trust is dedicated to preserving our native woodland.</i>
intend	vt.	be intended for someone/something to do something, to be provided or designed for a particular purpose or person: <i>The book is intended for children aged 5-7.</i>
conventional	a.	[only before noun] having been used for a long time and is considered the usual type: <i>Internet connections through conventional phone lines are fairly slow.</i>



as opposed to		used to compare two things and show that they are different from each other: <i>Students discuss ideas, as opposed to just copying from books.</i>
assign	vt.	① to give a particular time, value, place etc to something: <i>How much time have you assigned for the meeting?</i> ② to give someone a particular job or make them responsible for a particular person or thing: <i>I've been assigned the task of looking after the new students.</i>
imaginable	a.	used to emphasize that something includes every possible example of something: <i>Doctors have tried every imaginable treatment for her skin disease.</i>
disseminate	vt.	(formal) to spread information or ideas to as many people as possible: <i>Her findings have been widely disseminated.</i>
dissemination	n.	[U]
primarily	ad.	mainly: <i>The advertisement is aimed primarily at children.</i>
archive	n.	copies of a computer's files that are stored on a disk or in the computer's memory in a way that uses less space than usual, so that the computer can keep them for a long time
	vt.	to put documents, books, information etc in an archive
persistent	a.	[usually before noun] continuing to exist or happen, especially for longer than is usual or desirable
persistently	ad.	
infrastructure	n.	the basic systems and structures that a country or organization needs in order to work properly, for example roads, railways, banks etc 基础设施: <i>Some countries lack a suitable economic infrastructure.</i>
repository	n.	(formal) a place or container in which large quantities of something are stored
populate	vt.	[usually passive] if an area is populated by a particular group of people, they live there: <i>The highlands are populated mainly by peasant farmers.</i>
dominate	vt.	to control someone or something or to have more importance than other people or things: <i>The industry is dominated by five multinational companies.</i>
specifically	ad.	① relating to or intended for one particular type of person or thing only: <i>advertising that specifically targets children</i> ② in a detailed or exact way: <i>I specifically asked you not to do that!</i>
in time		after a certain period of time, especially after a gradual