



高等院校规划教材

张海波 主 编

黄启汉 林 敏 副主编

电子商务英语教程

An English Course for E-Commerce



注重学科体系的完整性，兼顾考研学生需要
强调理论与实践相结合，注重培养专业技能



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内 容 提 要

本书是一本为高等院校、高职高专电子商务专业英语教学而编写的教材。重点介绍电子商务的概念和分类、网络营销、电子支付、在线物流和电子政府等基础知识,此外还介绍了电子商务英语写作技巧等相关知识。

本书具有选材新颖、原文风格、循序渐进、通俗易懂、图文并茂、在线操作等特点。

本书既适合电子商务专业的读者,也适合相关专业的读者,还可作为从事商务工作人员的工具书。

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前 言

《电子商务英语教程》主要是供高等院校、高职高专等相关专业教学用的一本以电子商务基础知识为主、电子商务基本技能为辅的英语教材，同时也适合作为从事电子商务工作的专业人士在商务活动中需要运用英语知识时的工具用书。

有一点需要澄清：电子商务英语绝对有别于传统的商务英语。

诚然，我们有理由相信电子商务和传统商务都归属于商务领域。这是无可置疑的共性。无论是电子商务下的交易还是传统商务下的交易，实际操作步骤和处理过程都离不开交易前的准备、贸易磋商、合同与履行、支付与清算等环节。但值得注意的是，虽然环节相同，可具体的实施方法与手段却大相径庭。

电子商务已经将传统商业活动中物流、资金流、信息流的传递方式利用网络科技整合，企业将重要的信息以全球信息网、企业内部网或外联网直接与分布各地的客户、员工、经销商及供应商连接，从而形成了比传统商务更具竞争力的经营优势。也正因为如此，使得全世界的传统商务都纷纷向电子商务转型，而今在我国，这股转型的洪流已汇成排山倒海之势。

我们也不难发现：电子商务和传统商务是两种截然不同的交易运作模式。前者依托的是网络，整个交易都在网络这个虚拟环境中进行；后者依托的是地面店铺、往来信函，整个交易都在物理平台这种真实环境中进行。而由这两个不同的运作模式派生出来的英语自然产生了区别。前者侧重于电子商务环境下进行的各种商务英语活动，这些活动除了涉及现代商务的最新理念之外，还附带了大量与计算机和网络技术有关的知识；后者则侧重于非电子商务环境下所开展的传统商务英语活动，活动涉及的主要是传统的运作理念与沟通方式。因此可以说，二者在物理外观上有着明显的区别。从培养目标来看，前者培养的是具有电子商务英语技能、适应现代商务和现代物流行业的高、中级管理和应用型人才；后者培养的是具有商务英语技能、适应传统商务和传统物流行业的高、中级管理和应用型人才。二者的培养目标存在着描述性的差异，即：电子和非电子，现代与传统。虽区区数字之差，却有千里之别。

与同类教材对比，本书更注重系统地介绍电子商务的基础知识；在选材上，力求知识更具前瞻性、更富有原创性；在现有的电子商务英语教材中，图文并茂是罕见的，本书则穷编者之所能，摄入了大量的相关图片，使文本更悦目、内容更直观而生动；适用范围更广，既可用于高等院校、高职高专和中职类电子商务专业，网络、计算机专业等相关专业英语教学，也可用于经济管理、外贸和外语专业英语教学；每个单元后都提供了在线练习，为学习者提供扩展知识的通道和学以致用用的良机。

本书由张海波任主编，黄启汉、林敏任副主编，特聘美国 Val Technologies, Inc. 公司正副总裁 Victor Wang、Lisa Zeng 为技术顾问，参编人员有贾曼丽、王百杰、刘伟臻、张慧、

蔡志敏、张娅玲等。具体分工如下：

张海波负责全书的策划、设计、主审、组织、实施、统稿以及全书编写的具体指导，同时担任全书的阅读材料、Chapter 5、Chapter 6 以及章词汇表的编写工作，并负责所有图片资料的摄取与编辑等；黄启汉参与审校工作并协助组织校对与统稿，并负责 Chapter 1 Unit 1~3 的后期工作；林敏负责全书的电子商务英语写作部分；张娅玲负责 Chapter 1 Unit 1~3 的前期工作；贾曼丽负责 Chapter 2 Unit 4~5；王百杰负责 Chapter 3 Unit 6~7；刘伟臻负责 Chapter 3 Unit 8~9；张慧负责 Chapter 4 Unit 10~11；蔡志敏负责 Chapter 4 Unit 12~13。

电子商务英语是一门崭新的学科。作者尚处于探索之中，再加上时间仓促，所以本书难免会出现疏漏之处。因此竭诚欢迎广大专家学者和读者提出宝贵意见，以期能使之日臻完善。

编者

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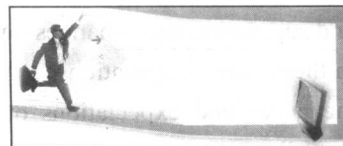
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Chapter 1 Overview of E-Commerce

Unit 1



Objective: In this unit, you will learn:



- ☞ What is electronic commerce.
- ☞ Identify the future of electronic commerce.
- ☞ The development of Internet.
- ☞ Basic E-Commerce English Writing.

Focus: The definitions of electronic commerce.

Nodus: The evolution of electronic commerce.

1.1 Passage A

What is Electronic Commerce?

Electronic Commerce (EC): The conducting of business communication and transactions over networks and through computers. As most restrictively defined, electronic commerce is the buying and selling of goods and services, and the transfer of funds, through digital communications. However EC also includes all inter-company and outer-company functions (such as marketing, finance, manufacturing, selling, and negotiation) that enable commerce and use electronic mail, EDI, file transfer, fax, video conferencing, workflow, or interaction with a remote computer. Electronic commerce also includes buying and selling over the Web, electronic funds transfer, smart cards, digital cash, and all other ways of doing.

Five blind men were asked to touch an elephant. One grabbed his fanlike ear, another his postlike leg, another a tusk, the fourth his broad and flat side, and the last one his ropelike tail. They returned a description of the monster, which, of course, were completely different.

Electronic commerce, too, is a different thing in different eyes. Broadly speaking, electronic commerce is the production, advertising, sale and distribution of products via telecommunications networks. Modern business is characterized by ever-increasing supply capabilities, ever-increasing global competition, and ever-increasing customer expectations. In response, businesses throughout the world are changing both their organization and their operations. Electronic commerce is a means of enabling



and supporting such changes on a global scale. It enables companies to be more efficient and flexible in their internal operations, to work more closely with their suppliers, and to be more responsive to the needs and expectations of their customers. It allows companies to select the best suppliers regardless of their geographical location and to sell to a global market.

In the near future it is possible that no paper forms of money will change hands, but rather nearly all business transactions will be accomplished electronically. The most common products distributed electronically are books, music and videos transmitted down telephone lines or through the Internet. The definition of electronic commerce will continue to evolve and expand.



1.2 Notes to Passage A

1) Broadly speaking, electronic commerce is the production, advertising, sale and distribution of products via telecommunications networks. 从广义上来讲, 电子商务是指通过电信网络进行产品的生产、宣传、销售和配送的活动。

► 注解: 电子商务的定义各有千秋。维基百科 (www.wikipedia.com) 上的定义是: 从总体上来看, 电子商务是指对整个贸易活动实现电子化。从狭义上讲, EC (Electronic Commerce) 是指在互联网 (Internet)、企业内部网 (Intranet) 和增值网 (VAN, Value Added Network) 上以电子交易方式进行交易活动和相关服务活动, 是传统贸易活动各环节的电子化和网络化。

2) It allows companies to select the best suppliers regardless of their geographical location and to sell to a global market. 它 (电子商务) 使企业既能挑选最佳供应商进货而无须顾及他们的地理位置, 又能将商品向全球市场销售。

► 注解: 注意介词短语 regardless of (不管, 不顾) 的用法。例如:

- ◆ Regardless of danger, he climbed the tower. 他不顾危险地爬上了高塔。

试比较:

- ◆ He went to work despite his illness. 尽管生病, 他还是去工作。
- ◆ Despite advanced years, she is learning to drive. 尽管年事已高, 她还在学开车。

3) Modern business is characterized by ever-increasing supply capabilities, ever-increasing global competition, and ever-increasing customer expectations. 现代贸易的特点是不断增长的供应能力, 日趋激烈的全球竞争乃至顾客越来越高的期望。

► 注解: 掌握动词 characterize (具有...的特征, 以...为特征) 的用法。例如:

- ◆ A miser is characterized by greed. 守财奴的特点是贪婪。
- ◆ This kind of behaviour characterizes the criminal mind. 这种举止是罪犯的心理特征。

4) It enables companies to be more efficient and flexible in their internal operations, to work more closely with their suppliers, and to be more responsive to the needs and expectations of their customers. 它 (电子商务) 能使公司的内部运作更有效率也更灵活, 与供应商的合作更加紧密, 对顾客的期望和要求响应得更快。

► 注解: 此句中的三个不定式 (to be more...to work...to be more...) 都是用来补充说明宾

语 companies 的。

1.3 Activities

1.3.1 Critical thinking

- 1) What is Electronic Commerce in your eyes?
- 2) What can you do with Electronic Commerce?
- 3) Who is Bill Gates? What do you know about him?
- 4) Is it safe to conduct business on Internet?
- 5) Have you ever tried to buy things from the Internet? If so, would you like to share your experience with others?

1.3.2 Translation practice

1.3.2.1 Give the Chinese equivalents of the following words or expressions:

- 1) file transfer
- 2) digital cash
- 3) geographical location
- 4) on a global scale
- 5) EDI
- 6) competition
- 7) definition
- 8) manufacturer
- 9) advertising
- 10) interaction

1.3.2.2 Give the English equivalents of the following words or expressions:

- 1) 电子商务
- 2) 视频会议
- 3) 不断增长
- 4) 供应商
- 5) 内部运营
- 6) 组织
- 7) 交易
- 8) 消费者
- 9) 有效率的
- 10) 有弹性的

1.3.2.3 Sentence translation from English to Chinese:

- 1) In another word, electronic commerce is the buying, selling and trading of goods and services through private and public networks.

2) First stage of EC expansion is that within the “connected” or “online” computer users.

3) The second wave will come when more people get access to computers (via lowered computer prices or cheaper devices).

4) The third expansion is predicted to be from those with non-computer access to the global network: through broadcast TVs, cable TVs, telephone networks and new appliances.

5) A widespread use of these cheaper access media represents the phase of “bringing workplace computers into the living room”.

1.3.2.4 Sentence translation from Chinese to English:

1) 电子商务并不局限于在互联网上。(be limited to)

2) 电子商务使消费者上网寻找质高价廉的产品。(invites sb to do sth)

3) 电子商务的定义将继续发展和延伸。(evolve and expand)

4) 电子商务也包括了网上买卖, 电子资金转账, 智能卡、数字货币及类似行为。(selling over the Web)

5) 电子商务是在全球范围内支持这些变化和使之发生的动力。(on a global scale)



1.4 Passage B



The Evolution of Electronic Commerce

Electronic commerce has been with us since the 1960s. Till today, EC's development could be classified into 4 stages, each marked with a technological breakthrough.

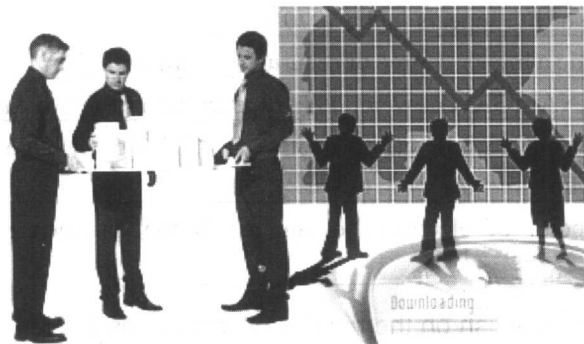
Stage 1. The Electronic Funds Transfer (EFT) is a method for financial institutions to transfer money from one account to another, eliminating the use of paper checks. This can be initiated by telephone or through the use of a computer with a modem. Benefits associated with making payments by EFT include: reduced paper processing and errors associated with it; reduced costs related to check processing and postage; and faster response time to inquiries regarding the status of tax payments. Since those early days many companies have used EDI to increase productivity.

Stage 2. In 1970's, EDI is an application-to-application communication that allows different organizations to trade information automatically to process a business transaction. Transactions are usually carried over specialized networks known as value-added networks. Through the use of private networks, EDI service providers are able to offer a higher degree of security, performance, and reliability then is currently capable with the Internet.

Stage 3. The World Wide Web emerged in the 1980s, followed by the widespread use of interface technology, such as MOSAIC and NAVIGATOR in the early 1990's. They could fetch hypertext file from the Internet. However, these developments were impossible if not for the affordable communications infrastructure, including normal telephone lines.

Stage 4. From the mid 1990's to present, the turning point of EC is the coming of WWW in the Internet. World Wide Web is a hypermedia-based system for browsing Internet sites. It is named the

Web because it is made of many sites linked together; users can travel from one site to another by clicking on hyperlinks. Or “The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge.” - Tim Berners-Lee, inventor of the World Wide Web.



1.5 Notes to Passage B

1) Till today, EC's development could be classified into 4 stages, each marked with technological breakthrough. 迄今为止, 电子商务的发展可分为 4 个阶段, 每个阶段都标志着技术上的突破。

► 注解: “each marked with technological breakthrough.” 是过去分词短语的独立主格结构形式, each 是逻辑主语, 指 each of the 4 stages,

2) However, these developments were impossible if not for the affordable communications infrastructure, including normal telephone lines. 不过, 如果没有像普通电话线之类的廉价通信基础设施, 这些发展也是不可能发生的。

► 注解: 2006 年 1 月 17 日, 中国互联网络信息中心 (CNNIC) 在北京发布“第十七次中国互联网络发展状况统计报告”。报告显示, 截至 2005 年 12 月 31 日, 我国上网用户总数突破 1 亿, 为 1.11 亿人, 其中宽带上网人数达到 6430 万人。这些是与各电信运营商在基础建设方面的大量投入分不开的。

3) The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge. —Tim Berners-Lee, inventor of the World Wide Web. 万维网是在线的无穷尽的信息总汇, 是人类知识的结晶。Tim Berners-Lee, 万维网的发明者之一。

► 注解: 万维网 (World Wide Web, 缩写为 WWW) 是因特网上的超文件系统。超文本文件通过一个称为“网页浏览器”的程序从服务器 (或称“网站”) 获取信息 (或称“文档”、“档案”、“网页”), 并在用户的电子计算机屏幕上显现出来。用户可以通过网页中的超级链接在各个网页中间跳跃, 甚至可以像服务器回传信息互动交流。这种跟随超级链接的上网方式通常称为“网上冲浪”。

1.6 Activities

1.6.1 Tell whether the following statements are (T) or false (F)		T	F
1	The first stage of EC appears in the 1970's.		
2	EDI can provide a higher degree of security, performance than EFT.		
3	MOSAIC and NAVIGATOR were the first generation of Internet browser.		
4	Users can travel from one site to another by clicking on hyperlinks in the World Wide Web.		
5	The turning point of electronic commerce is the emergence of Internet browser.		

1.6.2 Match the English on the right with Chinese on the left

1 value-added networks	A 金融机构
2 transaction	B 超文本
3 Internet browser	C 增值网
4 financial institutions	D 交易
5 hypertext	E 互联网浏览器



1.7 Basic E-commerce English Writing

Format of Commerce Letters 商务信件格式

1.7.1 Indented Style 缩行式



Indented style is easier to read. But it is rarely used in business. It is a slightly less formal modification of full block format. Some people still use it for hand written personal letters.

1.7.1.1 Features of the indented format include:

- ▶ Your address is on the right hand side of the page
- ▶ The date is on the right
- ▶ The closing, signature, and printed name are all indented to the right half of the page
- ▶ The greeting is flush left.
- ▶ The first line of each paragraph is indented, it starts 1cm from the margin.
- ▶ A line is not placed between each paragraph.

1.7.1.2 Here is an example of a letter written in an indented style: