张强华 司爱侠 吕淑文 编著

电子商务英语实用教程

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内容简介

本书的目的在于切实提高读者专业英语能力。

本书体例上以单元为单位，每一单元由以下几部分组成：课文——这些课文包括了基础知识和基本概念；单词、词组及缩略语——给出课文中出现的新词、常用词组及缩略语，读者由此可以积累专业基本词汇；难句讲解——讲解课文中出现的疑难句子，培养读者的阅读理解能力；习题——可有效巩固学习成果；读译技巧——帮助读者掌握基本的专业英语翻译技巧；阅读材料——可进一步扩大读者的视野；参考试卷——可供读者检查学习效果；练习答案——供读者对照检查。

本书既可作为高等院校的专业英语教材，也可作为培训班教材及供从业人员自学使用。

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前　言

当今，网络、通信和信息技术快速发展，Internet 在全球迅速普及，使得现代商业具有不断增长的供货能力、不断增长的客户需求和不断增长的全球竞争三大特征，任何一个商业组织都必须改变自己的组织结构和运行方式，以适应这种全球性的发展和变化。电子商务为适应这种发展应运而生。

从广义上讲电子商务是指人们通过计算机网络进行的各种商务活动。它可以使企业与供应商更紧密地联系，更快地满足客户的需求，也可以让企业在全球范围内选择最佳供应商，在全球市场上销售产品。

电子商务之所以受到重视，是因为它具有区别于其他商务方式的特点，具有诱人的发展前景。它可以使企业从事在物理环境中所不能从事的业务，有助于降低企业的成本，提高企业的竞争力，尤其能使中小企业以更低的成本进入国际市场参与竞争。同时，它能为广大消费者增加更多的消费选择，使消费者得到更多的利益。

电子商务的光辉前景预示着对电子商务技术人员的大量需求，如今各类学校都开设与电子商务相关的专业，电子商务专业英语成了这些专业的必修课。由于电子商务牵涉到网络、通信、信息技术、财经和国际商务等知识，因此也增加了电子商务专业英语的难度。我们在编写这本教材时，以电子商务专业教学大纲为依据，采集难度适中，牵涉面广，具有时效性、实用性和前瞻性的材料，并进行认真筛选。

本教材以单元为单位，每个单元包括课文，单词、词组及缩略词难句讲解，习题，读译技巧，阅读材料，参考试卷，练习答案等。新单词的界定尽可能照顾低起点的学生，将三级和四级相对生僻的单词均列入新词表。为了帮助学生迅速扩充词汇并能够实际提高他们的阅读、翻译能力，我们为他们安排了丰富的练习，既有针对课文的理解练习，也有电子商务、网络、通信术语的定义练习。英译汉是一种非常重要的技能，因此本教程安排了较大的篇幅，既有词汇短语，也有段落翻译，并配以系统讲解。

使用本教程的老师可用电子邮件向我们索取答案，发现任何问题，都可以与我们交流。我们一定会给予答复。

我们的 E-mail 地址如下：

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也望大家不吝赐教。让我们共同努力，使本书成为一部“符合学生实际、切合行业实况、知识实用丰富、严谨开放创新”的优秀教材。

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Unit 1

Text A

The Ecommerce Basic

1.1 Introduction

Would you like to be able to accept secure, real time credit card transactions on your Web site? Well, here's how! This tutorial will show you how to get started in the complex and exciting world of Electronic Commerce.

This is how ecommerce works.

The consumer moves through the Internet to the merchant's Web site. From there, he decides that he wants to purchase something, so he is moved to the online transaction server, where all of the information he gives is encrypted. Once he has placed his order, the information moves through a private gateway to a Processing Network, where the issuing and acquiring banks complete or deny the transaction. This generally takes place in no more than 5～7 seconds.

There are many different payment systems available to accommodate the varied processing needs of merchants, from those who have a few orders a day to those who process thousands of transactions daily. With the addition of Secure Socket Layer technology, ecommerce is also a very safe way to complete transactions.

1.2 Getting an Internet Merchant Bank Account

In order to be able to accept credit cards over the Internet, you must apply to your bank for an Internet Merchant Bank Account. This can be relatively easy or somewhat difficult, depending on which country you live in and what bank you are with.

1.2.1 U.S.A.

In the U.S., this is a fairly simple procedure. Many banks offer Internet Merchant Accounts, and most Online Transaction Providers will support them. See your bank for details.

1.2.2 International

Since the vast majority of Online Transaction Providers are located in the U.S. and are restricted in their ability to interact with banks outside their own country, international merchants have very little choice. An international merchant has to find a way to get a U.S. merchant account, embark on the equally difficult task of finding a local Online Transaction Provider, or utilize one of the few companies that service the international market. Also, many banks outside the U.S. have very restrictive policies regarding Internet accounts. Luckily, the situation is improving, and most Online Transaction Providers will help you with this if you get in touch with them.

1.3 Web Hosting

Web hosting is a very important step in this process, as this is how you gain a presence on the Internet in the first place.

It is important that the Web hosting company is capable of providing you with the level of service that you need to maintain your Web Store. A few things to look for are:

- Good uptime;
- Good technical support;
- Fast connection to the Net;
- Staff that is knowledgable about ecommerce;
- Compatibility with major ecommerce providers.

It is always good to spend some time when choosing a Web hosting

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company, as there are many "fly-by-night" businesses out there. For the money you're spending, make sure that the company is reputable.

1.4 Obtaining a Digital Certificate

A digital certificate, also known as a SSL (Secure Socket Layer) Server Certificate, enables SSL on the Web server. SSL protects communications so you can take credit card orders securely and ensure that hackers cannot eavesdrop on you. Any ecommerce company will require you to have SSL before you can use their services.

Thankfully, for most people obtaining a digital certificate is not a problem. For a minimal fee, one can usually use the certificate owned by the Web hosting company where your page resides.

If you have a larger company, however, you may want to get your own digital certificate. A certificate costs about $125.00 and can be obtained from Thawte or Verisign.

1.5 Finding a Provider of Online Transactions

Before you start looking for a provider, you should stop for a moment and consider what exactly you need. How many transactions do you expect to be completing in a month? How many products do you have to put on your Web site? How complex does the software need to be? How much are you willing to spend?

There are a lot of online transaction providers out there, and they all have varying packages. Deciding on a provider's package that fits your needs is perhaps the most important aspect in creating an ecommerce Web site.

The Directory page provides a good cross section of the companies out there. It is a good idea to go through a few of them and compare their prices and services.

1.6 Shopping Cart Software

Shopping cart software is an operating system that can be used to purchase your items, keep track of your accounts, and tie together all of the aspects of your ecommerce site into one cohesive whole.

While there are many other types of software that you can use in their

place, such as catalog software or a flat order form, shopping cart software is the most popular and the most widely known.

Many Online Transaction Providers will have shopping cart software that comes with their service, but it can often be very expensive, so be warned. If you cannot afford to spend at least a couple of hundred dollars on this software, you should be looking for a package that offers it as a rental included in the monthly service charge, or one that offers a simple flat order form.

1.7 Conclusion

Ecommerce can be a very rewarding venture, but it should not be undertaken lightly. There is a lot of information to absorb. Here are some additional tips on creating a successful Online Store:

- If you know nothing about Web design, it is probably a good idea to hire a designer.
- Marketing your site is very important on the Web. Here are some useful tips:
- Submit your site to as many search engines as possible.
- Try finding Web sites with similar themes and make deals to create reciprocal links.
- Create an advertising banner and purchase space from a popular Web site to display it.
- Put your URL in the signature file of your E-mail and the header of all business correspondence.
- Word of mouth is very powerful on the Net; tell all of your friends about your page.
- Avoid spamming — it is a sure way to get a very bad reputation.
- Investigate the Web sites that are possible rivals and formulate a strategy for competing against them.
- If you anticipate a lot of growth in the amount of orders coming through your site, figure out how you are going to cope with the increased load before you get swamped.

Now that you know the basics, you should be able to make some informed decisions about how to proceed. Remember that you can ask for further advice from the company that you decide to employ.

New Words

ecommerce	[ˈiːˈkɔməs]	*n.* 电子商务
accept	[əkˈsept]	*vt.* 接受，认可
secure	[siˈkjuə]	*adj.* 安全的，可靠的
		vt. 保护
transaction	[trænˈzækʃən]	*n.* 交易，处理事务
consumer	[kənˈsjuːmə]	*n.* 消费者
internet	[ˈintənet]	*n.* 互联网
merchant	[ˈməːtʃənt]	*n.* 商人，批发商，贸易商，店主
		adj. 商业的，商人的
decide	[diˈsaid]	*v.* 决定
purchase	[ˈpəːtʃəs]	*vt.* 买，购买
		n. 买，购买
online	[ˈɔnˈlain]	*n.* 联机，在线式
encrypt	[inˈkript]	*vt.* 加密，将……译成密码
private	[ˈpraivit]	*adj.* 私人的，私有的
gateway	[ˈgeitwei]	*n.* 网关
network	[ˈnetwəːk]	*n.* 网络
deny	[diˈnai]	*vt.* 否认；否定；拒绝
payment	[ˈpeimənt]	*n.* 付款，支付
procedure	[prəˈsiːdʒə]	*n.* 程序，手续
offer	[ˈɔfə]	*vt.* 提供
restrictive	[riˈstriktiv]	*adj.* 限制的；限定的
situation	[ˌsitjuˈeiʃən]	*n.* 情形，境遇
improve	[imˈpruːv]	*v.* 改善，改进
host	[həust]	*n.* 主机
		vt. 做主机，主办
presence	[ˈprezəns]	*n.* 场所，在场
maintain	[meinˈtein]	*vt.* 保持，维持
uptime	[ˈʌptaim]	*n.* (计算机等的)正常运行时间
knowledgable	[ˈnɔlidʒəbl]	*adj.* 知识渊博的，有见识的
staff	[stɑːf]	*n.* 全体职员
compatibility	[kəmˌpætiˈbiliti]	*n.* 兼容性

spend	[spend]	*v.* 花费
reputable	['repjutəbl]	*adj.* 声誉好的，应受尊敬的，著名的
protect	[prə'tekt]	*vt.* 保护
hacker	['hækə]	*n.* 电脑黑客
eavesdrop	['i:vzdrɔp]	*v.* 偷听
fee	[fi:]	*n.* 费
moment	['məumənt]	*n.* 片刻，瞬间
aspect	['æspekt]	*n.* (问题等的)方面
directory	[di'rektəri]	*n.* 目录
account	[ə'kaunt]	*n.* 账目
cohesive	[kəu'hi:siv]	*adj.* 有结合力的，黏着的
catalog	['kætələg]	*n.* (商品)价目表，目录，商品目录
expensive	[iks'pensiv]	*adj.* 昂贵的
rental	['rentl]	*n.* 租金，租贷
		adj. 租用的
charge	[tʃɑ:dʒ]	*n.* 费用，价钱
rewarding	[ri'wɔ:diŋ]	*adj.* 有价值的，有益的
venture	['ventʃə]	*n.* 冒险，投机，风险
		v. 冒险
hire	['haiə]	*n.* 雇用
		vt. 雇请
		vi. 受雇
market	['mɑ:kit]	*vi.* 营销，在市场上买卖
submit	[səb'mit]	*vt.* 提交
deal	[di:l]	*n.* 交易，买卖
reciprocal	[ri'siprəkəl]	*adj.* 互惠的
link	[liŋk]	*n.* 链接
banner	['bænə]	*n.* 旗帜，横幅，标语
E-mail	['i:'meil]	*n.* 电子邮件
spam	[spæm]	*n.* 垃圾邮件
reputation	[ˌrepju(:)'teiʃən]	*n.* 名誉，名声
investigate	[in'vestigeit]	*v.* 调查，研究
rival	['raivəl]	*n.* 竞争者，对手
		v. 竞争

formulate	['fɔ:mjuleit]	*vt.* 明确地表达
		v. 阐明
strategy	['strætidʒi]	*n.* 策略
anticipate	[æn'tisipeit]	*vt.* 预期，期望

Phrases

credit card	信用卡
Web site	网站
Electronic Commerce	电子商务
with the addition of	外加
Secure Socket Layer	加密套接字协议层
depending on	依靠，依赖
Online Transaction Provider	在线交易提供商
embark on	从事，着手
get in touch with	和……取得联系
Web Store	网上商店
in the first place	首先，第一点
look for	寻找，期待
technical support	技术支持
digital certificate	数字证书
put on	把……放在……上面
cross section	横截面
go through	经历，经受
shopping cart	购物车
tie together	配合
operating system	操作系统
keep track of	记录
come with	伴随……发生，与……一起供给
search engine	搜索引擎
word of mouth	口头传播
figure out	解决，领会到，计算出

Abbreviations

SSL (Secure Socket Layer)　　加密套接字协议层
URL (Uniform Resource Locator)　统一资源定位符

Notes to the Passage

[1] From there, he decides that he wants to purchase something, so he is moved to the online transaction server, where all of the information he gives is encrypted.

本句中，there 指上句中的 the merchant's Web site；where all of the information he gives is encrypted 是一个非限定性定语从句，修饰和限定 the online transaction server。

[2] Once he has placed his order, the information moves through a private gateway to a Processing Network, where the issuing and acquiring banks complete or deny the transaction.

本句中，Once he has placed his order 是一个条件状语从句，修饰和限定谓语 moves；where the issuing and acquiring banks complete or deny the transaction 是一个非限定性定语从句，修饰和限定 a Processing Network。

[3] There are many different payment systems available to accommodate the varied processing needs of merchants, from those who have a few orders a day to those who process thousands of transactions daily.

本句中，to accommodate the varied processing needs of merchants 是一个动词不定式短语，作定语，修饰和限定 payment systems；available 是形容词作后置定语，也修饰和限定 payment systems；who have a few orders a day 和 who process thousands of transactions daily 是两个定语从句，修饰和限定 those；those 指 merchants。

[4] A digital certificate, also known as a SSL Server Certificate, enables SSL (Secure Socket Layer encryption) on the Web server.

本句中，also known as a SSL Server Certificate 是过去分词短语作非限定性定语，对 A digital certificate 做进一步补充说明，可扩展为一个定语从句：which is also known as a SSL Server Certificate。

[5] Deciding on a provider's package that fits your needs is perhaps the most

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