Electronic
Commerce English
（2nd Edition）

English

电子商务英语
（第2版）

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胡　桃　编著
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内 容 简 介

本书第 1 版在 2003 年出版以来，受到师生的极度好评，被很多学校的电子商务及其他管理类专业选做教材。为了更好地满足师生的需要，紧跟电子商务实践的发展，作者对本书进行了修订。修订版对原版中的一些文章进行了替换，并加入了新的阅读材料，以体现电子商务领域涌现出的新的热点话题。所选取的文章基本涵盖了电子商务的主要领域，这些文章难度适中，语言流畅，既具有很强的专业性又具有很好的可读性，在帮助学生巩固所学电子商务专业知识的同时，提高其英语水平。

第 2 版前言

　　《电子商务英语》自 2003 年出版问世以来，经历了 5 年时间。这 5 年也是电子商务在中国快速发展并走向普及的时期。在这 5 年间，与电子商务有关的新技术、新业务层出不穷，电子商务成为中国信息产业技术创新、业务创新、服务创新和管理创新的重要领域之一，为我国增强经济竞争实力，赢得全球资源配置优势提供了有效的手段。加快发展电子商务，是贯彻落实科学发展观，以信息化带动工业化，以工业化促进信息化，走新型工业化道路的客观要求和必然选择。

　　电子商务的快速发展要求我们跟上时代的步伐，不断更新我们的知识体系。知识与实践能够相互促进，知识来源于实践，又应用于实践。知识工作者的使命就是从实践中总结经验、寻找规律、形成理论，再将理论传播开来，让更多的人能够用这些知识去指导实践。电子商务的快速发展要求每个电子商务工作者不断地学习研究，因为只有不断学习研究，才能跟上电子商务发展的时代步伐。

　　本书的第 2 版保留了第 1 版的一些内容，以及由浅入深、易学易教、循序渐进的风格，对部分内容进行了修订，在第 1 版的基础上增加了有关移动因特网、移动商务、电子商务平台、网络营销、电子出版和电子商务立法方面的内容。

　　在第 2 版的编撰中，初稿由王冰老师和胡桃老师撰写，张筱华老师对文稿进行了审阅，并提出了修改建议。本书的课后练习中有部分是由王岩老师撰写的。在这里，作者还要感谢电子工业出版社的付豫波副总编和刘露明编辑的热心帮助。虽然修订版已做了一些校正，但错误、疏忽之处仍在所难免，请读者继续批评、指正。

作　者
北京邮电大学
2008 年 3 月

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1

The Internet

第 1 单元　因特网

Realizing the Internet

■ What Is the Internet Anyway

The Internet, is a proper noun. The Internet is the name of the global communications network consisting of thousands of networks typically interconnected by fiber optic cabling. This network has people, computers and information. We are talking about networks like American OnLine (AOL), Microsoft Network (MSN), etc. When you connect to one of these Internet Service Providers (ISPs), you become a part of their network, and hence a part of the Internet. Because of the size of the Internet, no single person comprehends everything down to the nuts and bolts. The information presented here is intended to provide you with a foundation of the concept of the Internet because many people still don't understand what it is.

The Internet was not originally so called. As a matter of fact, the Internet we know today grew out of a project by the United States Department of Defense Advanced Research Projects Agency (US DoD ARPA). The DoD wanted to create a network that could facilitate communication between the military and government. ARPA started research on the subject of computer networks by providing grants to computer science departments at some US universities and private corporations. This network project was called the ARPAnet or the ARPA network. A network is the connection of two or more computers for the purpose of communication.

The ARPAnet had two parent networks whose joining began the ongoing evolution.

 • Military (Tactical communication in the event of telephone downtime during wartime).
 • Academics (Shared information between researchers).

In the ARPAnet, a machine used for running user applications was referred to as a host. Hosts were connected by the subnet. A subnet carries messages from host to host, hence the subnet is the communication part of the network. We won't get too deep into subnets here as it is extremely complicated stuff. On the ARPAnet, the subnets consist of the following:

 • Transmission Lines — or circuits, channels, or trunks.

- Interface Message Processors (IMPs) — which are the switching elements (e.g., packet switch node).

Enough of the mumbo-jumbo. Let's get back to reality. Even though the goal of the ARPAnet project was to develop one large network to connect sub-network hosts over great distances, experiences showed that a single network could not service everyone who needed to be serviced. What needed was a network of interconnected networks. This led to the idea of "internetworks" or "internet". Therefore, an internet is a network of interconnected networks. Please read that again to digest it. The Internet is the global internet that grew out of the ARPAnet.

The Internet and its concepts have been simplified by other technologies over the years. But the big push or interest didn't come until the advent of the World Wide Web (WWW) in the mid 1990's. This was due to the level of abstraction that was added by the World Wide Web to the "geek" research-oriented interconnected network we have come to know as the Internet.

■ The Internet, an internet, an Intranet and an Extranet

In this article we will also discuss the differences between the Internet and an internet, and introduce the concepts of an Intranet and an Extranet.

↗ An internet and the Internet

You may have seen the term "internet" (lowercase "i") and "Internet" (uppercase "I") used interchangeably. While, an internet differs from the Internet. An internet is the connection of various types of networks into a single large system. This large network system, because of its interconnection, is referred to as an inter-network which was shortened like most other words to "internet." The Internet is the actual global internet. In other words, an internet is an abstract concept while the Internet is the real thing.

Traditionally, people used just a dumb terminal or a personal computer with a terminal emulator software to access the Internet. For instance, in 1990 when there was no such thing as a graphical browser, I connected to the Internet via my school account. Connecting to the Internet meant connecting to a network that was a part of the Internet.

Now, people connect to the Internet via a graphical browser, graphical file transfer protocol (FTP) programs, graphical Telnet sessions, graphical this, graphical that. Everything is represented by graphics or pictures and as the saying goes, "a picture is worth a thousand words." Nowhere is this saying more true than on the Internet. Before there was a graphical user interface (GUI) to the Internet, not many people were interested. The great majority of people were using the Internet for research-oriented reasons (collaboration, etc.). So, typically you found military/government personnel, university professors and students, and other researchers on the Internet on an average day. Today, with this GUI abstraction to the Internet, everyone and

their brothers can easily connect to the Internet. The only thing that remains a little distant for some people is all the jargon used on the Internet. Well, the more we use the Internet, the more jargons we pick up.

⊅ An Intranet

An intranet is a network of networks that is contained within a company or enterprise. It may consist of many interlinked local-area networks (LANs) and also use leased lines in the wide-area network (WAN). Typically, an intranet includes connections through one or more gateway computers to the outside Internet. The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used to facilitate group collaboration and for teleconferences.

An intranet uses Transport Control Protocol/Internet Protocol (TCP/IP), Hyper-Text Transport Protocol (HTTP), and other Internet protocols and, in general, looks like a private version of the global Internet. Companies can send private messages through the public network, using the public network with special encryption/decryption and other security safeguards to connect one part of their intranet to another.

Typically, larger enterprises allow users within their intranet to access the public Internet through firewall servers that have the ability to screen messages in both directions so that company security is maintained. When part of an intranet is made accessible to customers, partners, suppliers or others outside the company, that part is called an extranet.

⊅ An Extranet

An extranet is a private network that uses the Internet protocols and the public telecommunication system to securely share part of a business's information or operations with suppliers, vendors, partners, customers or other businesses. An extranet can be viewed as part of a company's intranet that is extended to users outside the company. It has also been described as a "state of mind" in which the Internet is perceived as a way to do business with other companies as well as to sell products to customers. The same benefits that HTML, HTTP, SMTP and other Internet technologies have brought to the Internet and to corporate intranets now seem designed to accelerate business between businesses. In other words, an extranet is a private network that facilitates interaction (particularly buying and selling) between businesses. Can one say "E-Commerce"?

An extranet requires security and privacy. These require firewall server management, the issuance and use of digital certificates, secure socket layers (SSLs) or similar means of user authentication, encryption of messages and the use of virtual private networks (VPNs) that tunnel through the public network. Companies can use an extranet to:

• Exchange large volumes of data using Electronic Data Interchange (EDI).

- Share product catalogs exclusively with wholesalers or those "in the trade" .
- Collaborate with other companies on joint development efforts .
- Jointly develop and use training programs with other companies .
- Provide or access services provided by one company to a group of other companies, such as an online banking application managed by one company on behalf of affiliated banks .
- Share news of common interest exclusively with partner companies .

第 1 课　认识因特网

■ 到底什么是因特网

　　因特网是一个专有名词。因特网是全球通信网络的总称，它包含着成千上万通常由光缆连接在一起的网络。在这个网络中有人、计算机和信息。我们常常谈论像美国在线（AOL）和微软网（MSN）等网站。如果你连接到一个因特网服务提供商（ISPS），你就会成为它们网络的一部分，因而也就成为了因特网的一部分。由于因特网的规模庞大，所以没有一个人能够完全彻底地了解它。这里的信息旨在为你提供因特网的基本概念，这是因为许多人仍然不懂因特网是什么。

　　因特网最初并不叫因特网。实际上，我们今天所了解的因特网源自美国国防部高级研究计划署（US DoD ARPA）的一个项目。美国国防部想要建立一个网络，希望这个网络能够促进军队和政府之间的通信。美国国防部高级研究计划署开始研究这个计算机网络的课题，并为此向一些美国的大学和私营公司的计算机科研部门提供资助。这个网络研究项目被称做 ARPA 网络。网络就是指两台或者更多的计算机为了通信的目的而连接在一起。

　　ARPA 网有两个母网，这两个母网的连接成为了网络不断进步的开端。

- 军用网（在战时电话网瘫痪的时候进行战术通信的网络）。
- 科研网（在研究人员之间共享信息的网络）。

　　在 ARPA 网中，运行用户应用软件的机器被称为主机。主机通过子网连接。子网从一台主机向另一台主机传递信息，因此子网是网络中的通信部分。由于子网是极其复杂的，因此我们在这不去过深地对子网进行探讨。在 ARPA 网中，子网是由下列部分组成的：

- 传输链路，或称电路、信道、中继线。
- 接口消息处理器（IMPs），也就是交换器件（如包交换节点）。

　　说了这么多令人费解的话，我们还是回到现实中来吧。尽管 ARPA 网计划的目标是要开发

一张巨大的网络来连接相距遥远的子网主机，但经验表明单独的一个网络无法为每个需要服务的人提供服务。我们所需要的是一个把各个网互相连接在一起的网络，这就引出了网际网的概念。所以，网际网是将网络互相连接在一起的网络。请再读一遍来充分理解这句话的含义，因特网是源于 ARPA 网的全球范围的网际网。

在经过数年以后，因特网和其概念曾经被许多其他的技术简化了，但是，直到在 20 世纪 90 年代中期出现了万维网以后，才有了大的进步并引起了人们极大的兴趣。我们最初所说的面向研究的相互连接的网络非常粗陋，万维网对粗陋的网络进行了精炼和优化，因此，因特网才有了极大的进步。

■ 因特网、网际网、内联网和外联网

在这篇文章中，我们还要讨论因特网与网际网的不同，并介绍内联网和外联网的概念。

↗ 网际网和因特网

你可能已经看到过"网际网"这个术语和"因特网"被人们互换地使用。然而，网际网和因特网是不同的。网际网是指将不同类型的网络连接到一个巨大的系统中。由于它的连接作用，这个巨大的网络系统被称为网际网，和许多其他单词一样被简写为"internet"。而因特网是指实际的全球范围的网际网。换句话说，网际网是一个抽象的概念，而因特网是真实的事物。

早些时候，人们只使用带有终端仿真程序软件的哑终端或个人电脑来访问因特网。例如，在 1990 年在还没有图形浏览器这样的东西的时候，我通过我学校的账号连接到因特网上。连接到因特网意味着连接到一个网络中，而这个网络就是因特网的一部分。

现在，人们通过图形浏览器连接到因特网上，图形文件传输协议（FTP）、图形远程登录会话、图形这、图形那，所有的东西都用图形或图像来表示。正如谚语所说："一张图片抵得上一千句话。"在因特网上这句话再正确不过了。以前也曾经有过因特网的图形用户界面（GUI），感兴趣的人并不多。那时，绝大多数的人使用因特网是由于研究方面的原因（合作等）。所以，通常你在因特网上遇到的是军队人士或政府的职员、大学的教授或学生以及其他的研究人员。今天，使用因特网的图形用户界面，每个人都能方便地连接到因特网。对于有些人来说，仍有一点生疏的就是因特网上所使用的术语。然而，我们使用因特网越多，我们认识的术语也就越多。

↗ 内联网

内联网是一个公司或企业内部所包含的多个网络之中的一个网络。它可能包括互相连接的局域网（LANs），也使用广域网（WAN）中租用的链路。通常，内联网通过一台或多台网关计算机连接到外部因特网中去。建立内联网的主要目的是在员工中分享公司的信息和计算资源。内联网也可以用来促进群体间的合作和远程电信会议。

内联网使用传输控制协议/互联网协议（TCP/IP）、超文本传输协议（HTTP）和其他互联网协议。通常，内联网看上去就像因特网的专用版本。公司可以通过公共网络传送专用信息，利用公共网络特殊的加密和解密算法以及其他的安全措施将内联网的一个部分与另一个部分连接起来。

通常，大型企业都允许其内联网用户通过防火墙服务器来访问因特网，这些服务器都可以双向监测信息以维护公司的网络安全。如果公司的部分内联网允许客户、合作伙伴、供应商或其他外部人员访问，这部分内联网就构成了外联网。

↗ 外联网

外联网是一种专用网络，这种专用网络使用因特网协议和公共电信系统，以便能够使供应商、分销商、顾客及其他企业安全地共享本企业的一部分信息和操作。外联网可以被看做一个公司的内联网的一部分，这个部分延伸到了公司外部的诸多用户。因特网被看做是一种与其他公司做生意的途径，这就像是通过因特网将产品卖给顾客一样，这种想法一直被描述为一种"心态"。因特网和企业内部网曾经得益于超文本标记语言（HTML）、超文本传输协议（HTTP）、简单邮件传输协议（SMTP）和其他的因特网技术，现在这些技术似乎被用来促进企业间的商务活动。换句话说，外联网是一种促进企业之间互动（特别是买卖活动）的专用网络，我们能否称之为"电子商务"呢？

外联网要求安全性和私密（保密）性，这就需要管理防火墙服务器，发布和使用数字证书，使用安全套接层（SSLs）或者类似的用户认证的手段，对信息进行加密，使用穿过公共网络的虚拟专用网（VPNs）。公司可以使用外联网来达到如下目的：

- 使用电子数据交换（EDI）来交换大量的数据。
- 与批发商或有贸易往来的商家共享专有的产品目录。
- 与其他公司合作共同开发项目。
- 与其他公司一起合作开发和使用培训程序。
- 一家公司向其他的一组公司提供服务，或者一组公司接受一家公司所提供的服务。例如，一家公司代理多家联营银行的在线银行应用系统。
- 与合作伙伴公司共享共同感兴趣的专有消息。

📖 Vocabulary & Phrases

fiber *n.*（=fibre）光纤

optic *adj.* 眼的，视觉的；光学上的

cable *n.* 电缆，海底电报，缆，索 *v.* 打（海底）电报

comprehend *vt.* 领会，理解；包括（包含），由…组成

nut *n.* 坚果；螺母，螺帽；难解的问题

bolt *n.* 门闩，螺钉；闪电；跑掉

project *n.* 计划，方案；事业，企业，工程

hence　*adv.* 因此；从此

v. 设计，计划；投射，放映，射出，发射（导弹等）；凸出

agency　*n.* 代理处，行销处；代理，中介

grant　*vt.* 同意，准予，承认（某事为真）*n.* 补助金，助学金，赠款，津贴

application　*n.* 请求，申请，申请表；应用，运用，施用，敷用；应用，应用程序，应用软件

Intranet　prop *n.* 内联网，内部网

transmission　*n.* 播送，发射，传动，传送，传输，转播

circuit　*n.* 电路；一圈；周游，巡回

channel　*n.* 海峡，水道，沟，路线 *vt.* 引导，开导；形成河道、信道、频道

trunk　*n.* 干线，树干，躯干，箱子，主干，象鼻；中继线

switch　*n.* 开关，电闸，转换 *vt.* 转换，转变，交换

packet　*n.* 小包裹，小捆，信息包 *v.* 包装

node *n.* 节点

sub-network　*n.* 子网

service　*n.* 服务，服务性工作，服役；仪式 *vt.* 保养，维修 *adj.*（军队）服现役的，服务性的；仆人的；耐用的

encryption　*n.* 加密

decryption　*n.* 解密

lowercase　*n.* 小写字母

uppercase　*n.* 大写字母

traditionally　*adv.* 传统上，传说上

dumb　*adj.* 哑的，无说话能力的，不说话的，无声音的

emulator　*n.* 仿真器，仿真程序，竞争者

access　*n.* 通路，访问，入门 *vt.* 存取，接近

account　*n.* 计算，账目，账户，说明，估计，理由

protocol　*n.* 草案，协议

session　*n.* 会议，开庭；对话（计算机专业），通话（通信专业），话路（通信专业），

research-oriented　*adj.* 面向研究的

collaboration　*n.* 协作，合作，勾结

jargon　*n.* 行话

firewall　*n.* 防火墙

accessible　*adj.* 可接入的，可访问的

telecommunication　*n.* 通信

vendor　*n.* 商贩，厂商，卖主

corporate　*adj.* 社团的，法人的，共同的，全体的

socket　*n.* 窝，穴，孔，插座，牙槽，套

authentication　*n.* 证明，鉴定，认证

tunnel　*n.* 通道，隧道

catalog　*n.* 目录，目录册

exclusively　*adj.* 排外地，专有地

jointly　*adv.* 共同地

affiliate　*v.*（使…）加入，接受为会员

Notes

1. nuts and bolts 完全地，彻底地。
2. mumbo-jumbo 混乱的复杂的行为，快速而说不清的言语。
3. dumb terminal : A terminal with no independent processing ability of its own which can only carry out operations when connected to a computer. 一种本身不具有独立处理能力的终端，仅当与计算机相连时才能进行操作。

4. pick up 随便地认识。

5. but the big push or interest didn't come until the advent of the World Wide Web (WWW) in the mid 1990's. push 意思是 "进展、推动"。not ...until...意思是 "直到…才…"。因此，这句话译为："但是，直到在 20 世纪 90 年代中期出现了万维网以后，才有了大的进步并引起了人们极大的兴趣"。

Exercises

1. Please translate the following phrases into English.

因特网	子网	内联网（内部网）
网间网（网际网）	主机	电子商务
因特网服务提供商	外联网（外部网）	电子数据交换
交换设备		

2. Please translate the following phrases into Chinese.

fiber optic cabling	transmission lines
nuts and bolts	Interface Message Processors
the United States Department of Defense Advanced Research Projects Agency	FTP
	encryption/decryption
HTML	Transport Control Protocol/Internet Protocol (TCP/IP)
file transfer protocol (FTP)	
graphical user interface (GUI)	Hyper-Text Transport Protocol (HTTP)
local-area networks (LANs)	SMTP
wide-area network (WAN)	virtual private networks (VPNs)

3. Please translate the following sentences into Chinese.

a) The Internet is the name of the global communication network consisting of thousands of networks typically interconnected by fiber optic cabling.

b) As a matter of fact, the Internet we know today grew out of a project by the United States Department of Defense Advanced Research Projects Agency (US DoD ARPA).

c) A subnet carries messages from host to host, hence the subnet is the communication part of the network.

d) What was needed was a network of interconnected networks. This led to the idea of "internetworks" or "internet".

e) The Internet is the global internet that grew out of the ARPAnet.

f) But the big push or interest didn't come until the advent of the World Wide Web (WWW) in the mid 1990's.

g) An internet is the connection of various types of networks into a single large system.

h) The Internet is the actual global internet. In other words, an internet is an abstract concept while the Internet is the real thing.

i) An intranet is a network of networks that is contained within a company or enterprise.

j) An Extranet is a private network that uses the Internet protocols and the public telecomm- unication system to securely share part of a business's information or operations with suppliers, vendors, partners, customers or other businesses.

4. Please answer the following questions according to the text.

a) What is "internet" and "the Internet" ?

b) Can you tell the differences between an internet and the Internet?

c) What benefits can companies get by using an extranet?

d) Can you tell the differences between an intranet and an extranet?

e) What do you usually do with the Internet?