

# E-Business English

主 编 李宏业

青 岛 海 洋 大 学 出 版 社



11023621

# *E-Business English*

主 编 李宏业  
副主编 孙德常 买应中 周树玲  
编 委 姚 元 常美香 马 丽  
高兰英 王克容  
顾 问 英国牛津大学 Rob Mahan  
荷兰 Jan Roozen  
主 审 徐 清

青岛海洋大学出版社

·青岛·

**图书在版编目(CIP)数据**

电子商务英语/李宏业主编. —青岛:青岛海洋大学出版社, 2002. 8

ISBN 7-81067-351-3

I. 电... II. 李... III. 电子商务-英语  
IV. H31

中国版本图书馆 CIP 数据核字(2002)第 052455 号

青岛海洋大学出版社出版发行  
(青岛市鱼山路 5 号·邮政编码:266003)

出版人:李尊伦  
日照日报社印刷厂印刷

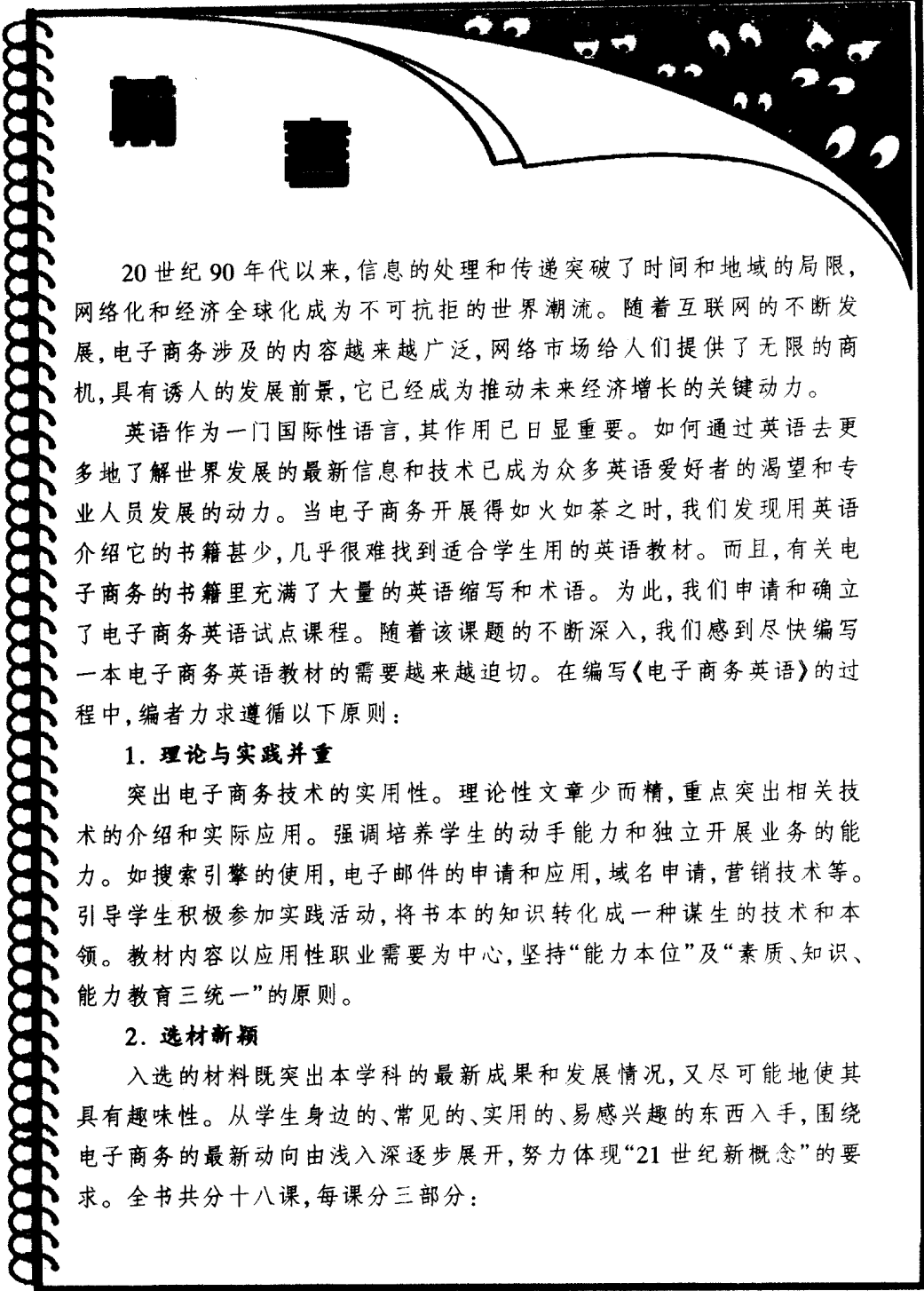
新华书店经销

\*

开本:787mm×1 092mm 1/16 印张:12.5 字数:174 千字

2002 年 8 月第 1 版 2002 年 8 月第 1 次印刷

印数:1~5500 定价:18.00 元



20 世纪 90 年代以来,信息的处理和传递突破了时间和地域的局限,网络化和经济全球化成为不可抗拒的世界潮流。随着互联网的不断发展,电子商务涉及的内容越来越广泛,网络市场给人们提供了无限的商机,具有诱人的发展前景,它已经成为推动未来经济增长的关键动力。

英语作为一门国际性语言,其作用已日显重要。如何通过英语去更多地了解世界发展的最新信息和技术已成为众多英语爱好者的渴望和专业人员发展的动力。当电子商务开展得如火如荼之时,我们发现用英语介绍它的书籍甚少,几乎很难找到适合学生用的英语教材。而且,有关电子商务的书籍里充满了大量的英语缩写和术语。为此,我们申请和确立了电子商务英语试点课程。随着该课题的不断深入,我们感到尽快编写一本电子商务英语教材的需要越来越迫切。在编写《电子商务英语》的过程中,编者力求遵循以下原则:

### **1. 理论与实践并重**

突出电子商务技术的实用性。理论性文章少而精,重点突出相关技术的介绍和实际应用。强调培养学生的动手能力和独立开展业务的能力。如搜索引擎的使用,电子邮件的申请和应用,域名申请,营销技术等。引导学生积极参加实践活动,将书本的知识转化成一种谋生的技术和本领。教材内容以应用性职业需要为中心,坚持“能力本位”及“素质、知识、能力教育三统一”的原则。

### **2. 选材新颖**

入选的材料既突出本学科的最新成果和发展情况,又尽可能地使其具有趣味性。从学生身边的、常见的、实用的、易感兴趣的东西入手,围绕电子商务的最新动向由浅入深逐步展开,努力体现“21 世纪新概念”的要求。全书共分十八课,每课分三部分:

Part A Online Text

Part B Online Surfing

Part C Information Related to E-Biz

### 3. 网络和商务性突出

电子商务的目标是通过网络的方式来进行商务活动,所以它要服务于商务,满足于商务的要求。因此,我们将较多的篇幅用在商务知识和技能的介绍。电子商务英语与传统商务英语有联系,但也有区别。区别在于商务活动的环境不同。由于网络打破了地域的局限,人们较少进行面对面的交流,这就产生了独特的网络语言。学会在网上用英语进行商务交流,是该书编者追求的根本目标。

本教材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许多学科的新领域,在编写的过程中,我们请教了许多中外电子商务专家,如罗泊·马汉姆,简·罗森等,尽管如此,仍难免存在疏漏之处,恳请读者批评指正。

编者  
2002年7月

# **Contents**

## **目 录**

### **Lesson One**

#### **◎ Part A**

How E-Business Works ..... (1)

#### **◎ Part B**

Search and Advanced Search ..... (4)

#### **◎ Part C**

Reviewing the Top Searching Engines ..... (6)

### **Lesson Two**

#### **◎ Part A**

Online Shopping in China ..... (9)

#### **◎ Part B**

Get Your E-Mail Address ..... (11)

#### **◎ Part C**

Bill Gates in His Boyhood ..... (12)

### **Lesson Three**

#### **◎ Part A**

E-Commerce and Internet ..... (16)

#### **◎ Part B**

Banner Ads ..... (18)

#### **◎ Part C**

Flash ..... (21)



## **Lesson Four**

### **◎ Part A**

E-Business Partnerships ..... (24)

### **◎ Part B**

Learn to Shop ..... (27)

### **◎ Part C**

Special Promotion for China Suppliers ..... (29)

## **Lesson Five**

### **◎ Part A**

How to Sell Online ..... (31)

### **◎ Part B**

Marketing Practice ..... (34)

### **◎ Part C**

HTML ..... (36)

## **Lesson Six**

### **◎ Part A**

Online Transactions ..... (39)

### **◎ Part B**

A Business Letter ..... (42)

### **◎ Part C**

FOB & CIF ..... (45)

## **Lesson Seven**

### **◎ Part A**

Building Your Customer Base ..... (48)

### **◎ Part B**

Choosing a Domain Name ..... (52)

### **◎ Part C**

Dreamweaver ..... (54)



**Lesson Eight****◎ Part A**

Online Play Wildly Popular ..... (60)

**◎ Part B**

Download ..... (63)

**◎ Part C**

The Bill of Lading ..... (66)

**Lesson Nine****◎ Part A**

Banks Go to E-Commerce ..... (68)

**◎ Part B**

Bank of China ..... (72)

**◎ Part C**

A Letter of Credit ..... (74)

**Lesson Ten****◎ Part A**

Creating the Intelligent Supply Chain ..... (77)

**◎ Part B**

Online Dictionaries ..... (83)

**◎ Part C**

Packing, Labeling and Marking ..... (85)

**Lesson Eleven****◎ Part A**

Paying Attention to Your Customers ..... (88)

**◎ Part B**

Letters for Apologizing and Thanking ..... (92)

**◎ Part C**

E-Commerce Losses Drive Insurance ..... (95)





## **Lesson Twelve**

### **© Part A**

Introduction to WTO ..... (98)

### **© Part B**

www.wto.org ..... (107)

### **© Part C**

Adobe Photoshop ..... (109)

## **Lesson Thirteen**

### **© Part A**

Online IT Programme Set ..... (111)

### **© Part B**

SMS ..... (114)

### **© Part C**

Bluetooth Tech Sings the Blues ..... (118)

## **Lesson Fourteen**

### **© Part A**

AOL and Microsoft Do Battle Business ..... (120)

### **© Part B**

Bookmark ..... (126)

### **© Part C**

Scanner ..... (128)

## **Lesson Fifteen**

### **© Part A**

Dell Computer Corporation and Michael Dell ..... (131)

### **© Part B**

Online Training Courses ..... (134)

### **© Part C**

How Does a Dutch Auction Work? ..... (138)



**Lesson Sixteen****© Part A**

Yahoo Becoming Giant ..... (142)

**© Part B**

Sales Contact Form ..... (145)

**© Part C**

A Company Mode for Introduction ..... (147)

**Lesson Seventeen****© Part A**

Virus: W32. Myparty@mm ..... (152)

**© Part B**

Upgrade Softwares ..... (155)

**© Part C**

Methods of Implementing Security ..... (160)

**Lesson Eighteen****© Part A**

Friend or Foe of the Environment ..... (163)

**© Part B**

Business Models Study ..... (168)

**© Part C**

Digital Gap Widens Between China and US ..... (173)

**Supplementary**

Documents Related to Foreign Trade ..... (177)

**Supplementary****© E-Biz Links**

References ..... (190)



# **Lesson One**

## ☐ **Part A** Online Text

### *Warm-up questions*

1. What kinds of Web sites do you often visit?
2. Are you interested in English Web sites? Which ones do you know well?
3. What is E-Business short for?

### **How E-Business Works**

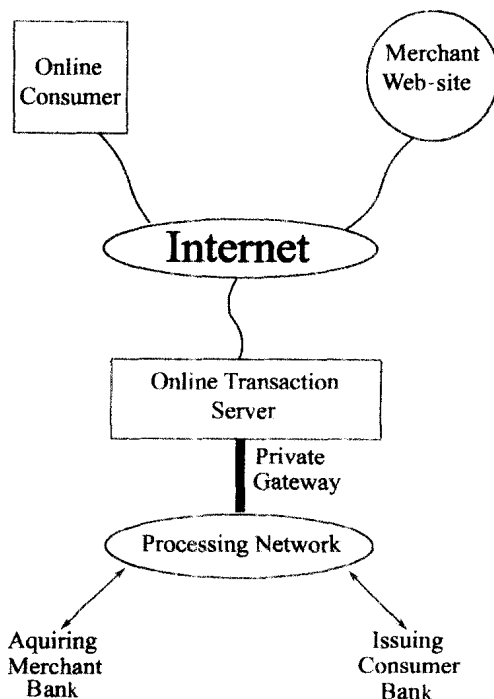
Electronic Business is one of the most important aspects of the Internet to emerge. It allows people to exchange goods and services immediately and with no barriers of time or distance. Any time of the day or night, you can go online and buy almost anything you want.

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 automatically stored. 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, E-Business is also a very safe way to complete transactions.



There are several basic steps involved in getting Business Enabled.

- ☐ *Getting an Internet Merchant Bank Account*
- ☐ *Web Hosting*
- ☐ *Obtaining a Digital Certificate*
- ☐ *Finding a Provider of Online Transactions*
- ☐ *Creating or Purchasing a Shopping Cart Software*

With the development of the E-Business, there have been many different types of E-Business models. The steps are different for

different types.

## New Words and Technical Terms

Electronic Business	E-Biz is short for E-Business 电子商务
aspect	feature, side 方面, 特点
emerge	appear, become known 出现
barrier	difficulty, wall 障碍物, 障碍
consumer	buyer, user 顾客
merchant	commercial, trade 商业的; 贸易
Web site	网站
purchase	buy, pay for 购买
transaction server	交易服务器
private gateway	私人网关
issue	topic; publish 题目; 发行
acquire	obtain, get 要求
deny	refuse, disagree 否定
transaction	business deal 交易
payment system	支付系统
accommodate	provide room for hold 用来, 用于
Secure Socket Layer	安全协议层
involved	concerned 相关的
enable	make possible 使……成为可能
bank account	银行账号
digital certificate	数字认证
shopping cart software	购物软件包

## Notes

1. **Gateway:** A device that connects two computer networks that use differ-



ent protocols. It translates between protocols so that computers on the connected networks can exchange data. For example, commercial online services often have gateways for sending E-Mail to Internet addresses.

2. **Network:** A group of inter-connected computers, including the hardware and software used to connect them.
3. **Secure Socket Layer (SSL):** A protocol from Netscape Communications Corporation, which is designed to provide secure communications on the Internet.

## **◎ Questions for Discussions**

1. Do you know the difference between E-Commerce, E-Business and E-Shopping?
2. Most people are worried about the payment systems. What do you think of them? What kinds of the Internet payment systems do you know?
3. In your opinion, how do you view the future of e-business in China?

## **□ Part B Online Surfing**

### Search and Advanced Search

1. See the part of following Homepage of AOL (Fig. 1) and learn the words you don't know so far and prepare for practicing on the internet.
2. Do some warm-up exercises to learn to search the Internet. You may find it easier than expected. Type the name of the things in the search box correctly and then click the search button. Make a list of the results while you are practicing. The following homepage is selected from the very famous search engine "Yahoo (Fig. 2)".

## **◎ Practical Task**

Divide the whole class into groups with each group having four or five



team members. With the help of your teacher each group should elect their own team leader. The team leaders should be responsible for team works. Here are some useful search engines for you to use in your team.

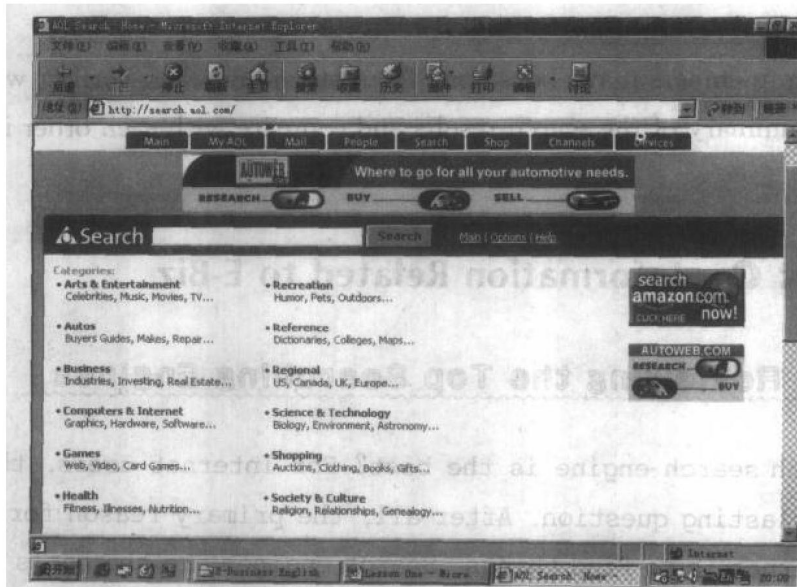


Fig. 1

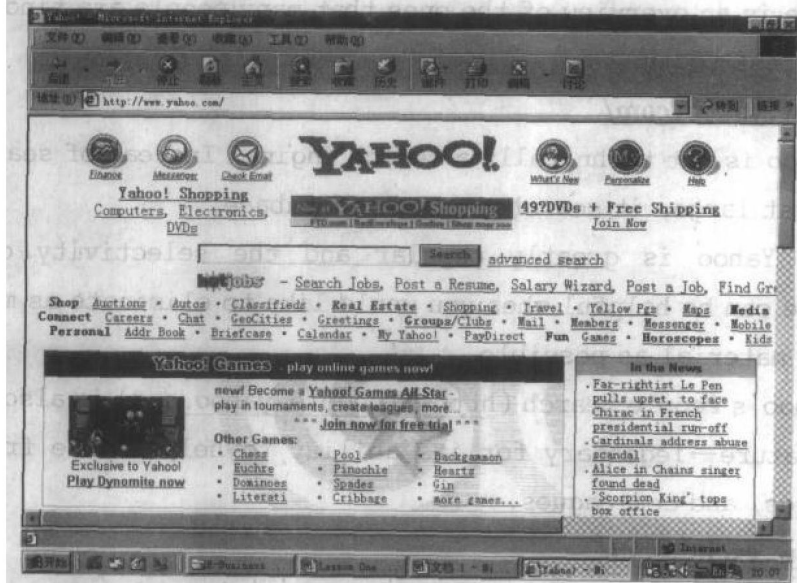


Fig. 2

- ☐ [www.yahoo.com](http://www.yahoo.com)
- ☐ [www.zensearch.com](http://www.zensearch.com)
- ☐ [www.google.com](http://www.google.com)
- ☐ [www.excite.com](http://www.excite.com)

Team members may choose one from them and then surfing with it. Make a summary of the search results and compare with each other in your group.

## **☐ Part C Information Related to E-Biz**

### Reviewing the Top Searching Engines

Which search engine is the best? For Internet users, that is the everlasting question. After all, the primary reason for using the Internet is to find things. Search engines are the tools to accomplish that goal.

Here is an overview of the ones that many people are finding do the job best today.

#### **[www.yahoo.com/](http://www.yahoo.com/)**

Yahoo is not technically a search engine. Instead of searching the Web at large, it searches its own database.

But Yahoo is greatly popular and the selectivity of its database can be helpful when you would like to eliminate as much as useless material as possible.

Yahoo's People Search (<http://people.yahoo.com>) is also a popular feature—legendary for its ability to help locate friends, relatives, and colleagues.

#### **[www.excite.com/](http://www.excite.com/)**

If you'd like to see an example of what happens when a search





engine catches “portal fever”, log on Excite.

A large amount of information crowds the screen on Excite’s main page—including news, tips, poll results, categories, advertisements, and horoscope information.

This is not exactly a purist’s vision of what a search engine should be. Nevertheless, Excite does have a strong search engine that returns useful results.

If you’d like to turn your computer in the morning and see lots of information coming at you from all different angles, Excite may be the right choice for you.

**[www.zensearch.com/](http://www.zensearch.com/)**

ZenSearch is a search engine on a mission. Instead of returning 100,000 search results each time you enter a search term, Zensearch focuses on quality, not quantity.

Sites presented are evaluated based upon content, appearance, and usability. Those Websites that do not meet the standards are not included in Zensearch’s database.

You may find it refreshing to be able to go through a list of 10 results rather than, say, 10,000.

**[www.google.com/](http://www.google.com/)**

In 1998, Google came onto the Internet scene at a time when other search engines were busy becoming ‘portals’. At the time, Google contained none of that, focusing instead on providing quick, accurate search results with a minimum of trouble. Now over several years later Google still focuses on the basics, providing a simple main screen that contains just a search field and a couple of buttons.

But for many Internet users, the best part of Google is that it gives surprisingly relevant results.

