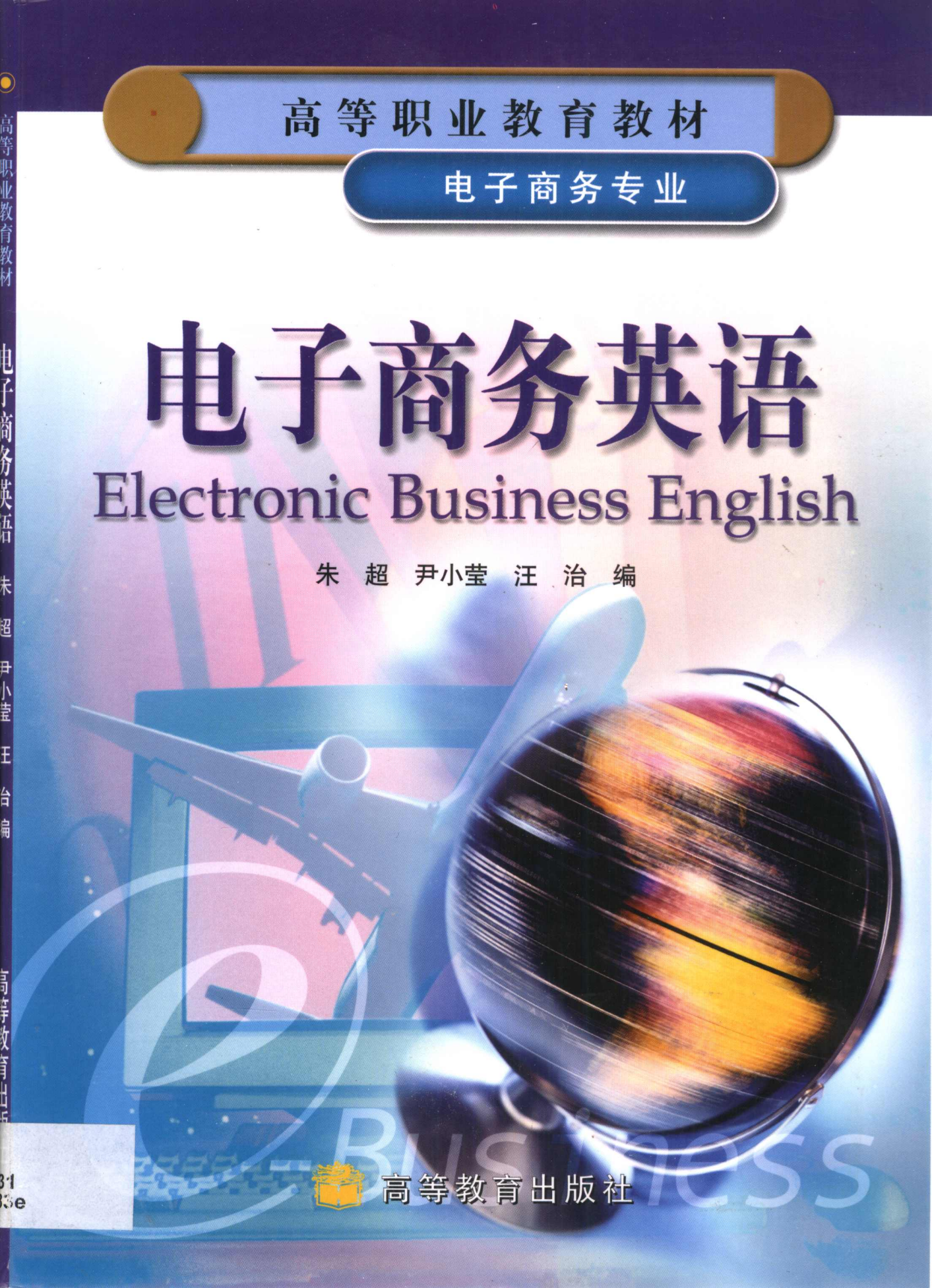
高等职业教育教材

电子商务专业

电子商务英语

Electronic Business English

朱 超 尹小莹 汪 治 编



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内容提要

本书是根据教育部对高职高专人才的培养目标编写的。

本书分6个单元，共16课，6篇阅读材料，内容涉及信息技术、网络技术、网络安全及加密技术、电子银行业务、网上营销管理、网上企业及供应链管理等多方面，力求在向读者提供丰富的电子商务英语词汇及阅读资料的同时，向读者介绍目前电子商务的各个环节、内容与未来发展动向。

本书内容丰富，可供高等职业院校、成人教育院校的电子商务专业的学生使用，也可供职业教育3+2学校的学生使用，并可作为从事电子商务的人员及其他自学者的学习用书。

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朱超 等编

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前　言

如今，我们已进入了信息时代，网络的应用已遍及社会政治、经济、生活的各个方面。并逐渐改变着人们的经营交易方式、思考及处理问题的方式以及生活习惯与方式。许多企业也已开展了电子商务，电子商务方兴未艾。

然而，电子商务是一项复杂的系统工程，它的特点是信息技术加商务，涉及面极广，包括网络及网络安全问题、信息技术问题、社会经济问题、立法问题及税收问题，等等。没有专业人才是无法实现的。目前，我国急需大量电子商务人才，许多院校也开设了电子商务专业，本书是根据高等职业教育电子商务专业培养目标而编写的。编者力求在向读者提供丰富的电子商务专业英语词汇资料的同时，向读者介绍目前电子商务实务的各个环节与内容，并将电子商务的现状以及应用中出现的问题和今后电子商务发展的趋势作一介绍。

在编写过程中，编者参考了大量英、美电子商务原版著作与期刊，以期帮助读者了解电子商务专业实务的基本词汇以及提高使用英语处理电子商务业务的能力。本书分6个单元，共16课，6篇阅读材料。本书编写思路与大纲由深圳职业技术学院经济系的朱超和汪治共同完成，1～16课由朱超编写，各单元的阅读材料由汪治编写，深圳经济管理学院国际贸易专业副教授尹小莹对全书内容进行仔细修订和改正。西安交通大学赵西萍教授审订。本书编写过程中得到了有关同行及专家的大力支持与帮助，在此谨致谢意。

由于时间仓促，加之编者水平有限，书中如有不妥之处，望广大读者批评与指正。

编者

2001年11月

Contents

Unit 1: Internet Era and Electronic Business

Lesson 1: What is electronic business(EB)

Electronic business (EB) means companies make use of Internet and information technologies, aiming at raising operation efficiency, to carry out every phase of business procedures automatically, electronically and with paper documents eliminating. These phases includ: market researching, negotiating, delivering, producing, money transferring and after-sale services providing and so on.

EB is not a kind of pure technique itself, but an application process of Internet and information technologies in doing business. In such process, the tools used for information exchanging, transmitting, processing and storing based on paper media are replaced by the tools based on electronic media.

Let us see what the difference between traditional business and electronic business is.

In traditional business surroundings, a company should spend quite a lot of time and effort to investigate and decide what and how to produce (or sell), then, advertise in mediums (such as TV, radio, bulletin board on street and so on), contact the buyer through phone, fax, mail or in face to face After looking at the goods, the buyer bargains, places the order or signs the agreement with the seller. The seller prepares the goods and finally sends the goods to the buyer. The buyer pays for the deal in cash or by check. In the above procedure all information are exchanged by phone, mail, fax or telegraph, and in resent decades——in EDI (electronic data interchange). EDI is a computer network system dealing with some special data exchange such as invoices, contracts, credit letters and so on between certain partners. To build an EDI system costs a lot of money and it is rather complicated to use it. So, as you can see, in traditional business surroundings, people spend more time and efforts to do business. Sometimes mistakes and delays will happen.

In EB surroundings, people use Internet or WWW to do business. The contact between the buyer and the seller is no longer face to face, but through Internet, on which both the buyers and the sellers have far more chances to know each other, not only one to one, but many to many. No geographical constrains, no time limited, all of them can find satisfied partners. The buyer uses browser to seek out the product list on the home page of the website or on-line shops based on the

wanted domain names, and see the packing, outlook, style, color and price of products, sometimes, even can bargain on-line. If he is satisfied with the goods, he can place an order by click the keyboard or by e-mail. The seller immediately receives the massage. If he accepts the order, he can use Internet or WWW to arrange goods production, distribution as well as payment (called electronic funds transfer (EFT)). All data are transmitted just in time and business operation becomes more efficient.

You can see that EB has changed the way of doing business and the way of consuming.

Does it mean the company do not need as many people as before? The answer is not absolute. But one thing is sure that the company can utilize the human resource better and make operations more efficient, because EB let the data be processed and transmitted automatically, immediately and turn out the data for further business decision making in real time. But anyway, the whole EB system needs men to maintain and manipulate. Daily business decisions can't be made without experienced and capable men. So we must realize one thing: even in EB environment, business still plays the major role, modern electronic transmission mediums are only the tool that can be more efficient, provide faster and better customer service, lower production cost and reduce business cycle time.

The concept of EB was first emerged at the beginning of 1990's. In 1980's, some large companies and banks exchanged business data and information with each other by using their own computer systems through connected network. This system is called EDI (Electronic Data Interchange) system. During the past 20 years, the application of EDI in advanced countries had increased rapidly, almost in every business field, and it had actually shortened the time taken for order-ship-bill cycle and reduce the mistakes and delays. The EDI's wide application has also promoted the development of information technologies. That was the primary stage of EB. EDI only allowed pre-established trading partners to exchange business data. To use EDI, the company must equip with a rather expensive electronic transmission system. Many small or middle-sized companies can't afford to use it. Another restraint is that EDI system belongs to certain companies, a new partner can't use it before being approved. Besides, the application of EDI doesn't lead to some great changes in traditional business.

In 1995, the business application of Internet and the invention of World Wide Web (WWW), brought the true meaning to EB. Internet or WWW doesn't belong to any person or company. It somewhat likes highways. You can use it if you pay the fee. Sometimes it is free. So you don't need to build up an expensive system, you only need to buy a computer, a modem and browser software, open an account on Internet or WWW. From this point, EB is viewed as a new generation of EDI, and EB can do more.

Generally speaking, there are three kinds of EB application fields: the information exchanged between companies (B2B, means business to business), the information exchanged between companies and customers (B2C), and the information shared and exchanged among management departments of the company (B2E, means businesses to employees). Although they all use Internet or WWW to realize data exchange, but the purposes and methods are different. Let us see them one by

one.

B2B——It is also called Extranet, if the relationship of data exchange is fixed. It is designed to allow authorized trading partners to link together the whole or a portion of their Intranet. That is, the information is transmitted and shared between cooperating partners, suppliers and buyers, producers and wholesalers, companies and banks and so on. A single firm may be a member of several Extranets. On Internet or WWW, massages can be put on the electronic bulletin board and data can be transmitted just in time, no need to use as many repeated telephone calls, faxes or mails as before. Both sides cut the cost of operation and production. Finally bring more benefits to the market. Besides, the partners can know at any time the operation situations of each other. B2B application can improve business partnerships and transform inter-organizational relationship, enhance win/win relationship, make whole supply chain more efficient.

B2C——The interaction between companies and customers. There is no doubt that every customer wants convenient shopping, more choices, best quality goods and lowest prices. B2C just meets the needs. The colorful and lively product catalogues are in the on-line retailing or electronic-shops, easy ordering, easy telephoning and on-line payment modes, goods are directly delivered to customers' homes, all these save the customers' time and efforts for shopping. On the other hand, the company can cut down operation expenses for real stores or shops, lower cost makes lower price possible. Both sides are satisfied. Another new good point of EB is, on Internet or WWW, the companies can get in touch with more customers and get the new channels to interact with customers. The company can collect the customers' views or opinions more easily, quickly and completely, and improve their services or adjust their product lines based on that.

B2E——Generally, the computer network in each department of a company is not only connected with Internet, but also connected with each other to form an internal computer network, which is called Intranet. In Intranet, the data generated in each department such as information about labour resources, the progress of production, operating control, inventory and distribution management, financial and accounting management and so on are put in the data base of Intranet and can be transmitted just in time to the department which just need them. The data are shared in the company and the data reprocessing time is saved, no waste data resource is wased. Besides, electronic publishing cuts off the cost of paper documents publication and distribution. Generally the data in Intranet can only be shared inside company, people outside the company can't visit those data unless they are permitted.

WWW is only invented few years ago, but it has developed so fast that no one can ignore it. It provides the basic condition to businesses for applying EB, and opens a new channel of sales, distribution and cooperation to businesses. A piece of news from newspaper said, 34% of American families have the experience of using Internet, among them 54 million people use Internet or WWW to do business. Although the situation in China is not so optimistic as that in U.S.A., but it is true that E.B. becomes one of the hot topics in the year of 2000.

Those above facts have improved that EB is not the flash in the pan, but a trend, a great inno-

vation of the way of people's working and living. The potential capability and future market of EB is great, and it will be a main business channel in the next century.

Review Questions

1. What is the difference between electronic commerce and electronic business?
2. What are the main potential benefits of E-Business.
3. What is the difference between EDI and EB?
4. Why haven't more middle or small sized company engaged in EDI?
5. How does Internet help the business reduce the operation cost and expenses?

New Words

eliminate ['i'limineit] *vt* 消除,排除
negotiate [ni'gəuʃieit] *vi* 谈判,协商 ~with sb about sth
medium [mi:djəm] *n* 复 media 中间,媒介,宣传工具
delivery [di'livəri] *n* 交付,交货,投递
utilize ['ju:tilaiz] *vt* 利用
surrounding [sə'raundiŋ] *n* 环境
geographic [dʒiə'græfik] *a* 地理的,地区(性)的
restrain [ris'trein] *vt* 抑制,制止,限制
browse [brauz] *n* 浏览,*vt* 浏览
domain [də'mein] *n* 领域,领土
click [klik] *vt* 点击,敲击
promote [prə'məut] *vt* 促进,发扬,引起
whole sale ['həulseil] *n* 批发, ~r 批发商
inventory ['invəntri] *n* 存货
distribution [dis'tribju:t] *vt* 分发,配送,分布
advertise ['ædvətaiz] *vt* 为……做广告,通知,*vi* ~for sth
permit [pə'mit] *v*, *n* 允许,许可
manipulate [mə'nipjuleit] *vt* 操纵

Notes

1. in cash 以现金形式 pay for sth in cash or by check
   by check 以支票形式
2. To build an EDI system cost lot of money and it is rather complicated to use
   To build 引导的不定式短语在句中作主语，and 后面并列句中的不定式在作表语用的形容词后面作状语，以说明在哪方面复杂。
3. click the keyboard 点击键盘
4. order-ship-bill cycle 定货—送货—付款周期
5. win/win relationship 双赢关系
6. flash in the pan 昙花一现
7. Electronic business means that companies make use of Internet and information technologies, aiming at raising operation efficiency, to carry out every phrase of business procedures automatically, electronically and with paper documents eliminating.
   • 在 that 引导的宾语从句中，aiming 引导的分词短语在从句中作状语，表示行为的状态，to 引导的不定式短语作宾语从句的目的状语。

Lesson 2: What is Internet?

The growth rate of Internet has far surpassed the growth rates of any previously used electronic information transmitting mediums. If we compare the periods of time that took for radio, television, personal computer, Internet to reach 50 million people, you will be surprised at the fact that the Internet only took 4 years to do it, while radio took 38 years, television took 13 years, and personal computer took 16 years! Why Internet is so "popular"? What is Internet? Actually, Internet is a network consisted of computer network (system). It is a very special infrastructure and doesn't belong to anyone. It is not a newborn thing, but has evolved 30 years, and still in evolution. It was brought about in 1969, by a military research, a joint project between the host computer of the Defense Advanced Research Projects Agency (DARPA) of America and four universities' host computers, which formed the ARPA net, the original purpose for inventing it is totally different from the current goal for developing it. The aim of that project was to explore packet switching technology in order to establish a network with distributed control, which could still function if some of its nodes or links were damaged in a war. The ARPA net was demonstrated in late 1972 at an international conference in Washington D. C. It is "the first public demonstration of packet switching". The

packet switching theory is still the basis of today's data transmitting methods.

In 1980's, other computer networks were added to the ARPA net. Such as CS net (Computer Science Network) joined in 1981, JANET (Joint Academic Network) joined in 1984 and NSF net (National Science Foundation in the US) jointed in 1986, and the government's computer network had also linked into it, the whole joint network was called "Internet". The Internet at that time mainly used for science research, and NSF controled the use of it.

In 1990, NSF withdrew its restriction on commercial Internet traffic, from that time, either the amount of Internet users or the amount of data transmitted on Internet increased sharply.

So, how is the Internet structured? From the "tangible" aspect, the Internet is actually a very huge group of numbeiless computers (called hosts) scattered all over the world, each Internet linked host has an unique registered address (called IP address), through which obtain accessing service from Internet accessing service providers. Any kind of computers can be linked with the network and can exchange data, no matter how different their computer operation platforms and the languages they used are, the tools used to link them may be electric cable, wire or wireless wave and some transmit equipment, such as router, which is a computer that can route data or data packets from one computer to another.

As for the "intangible aspect", all the content of information is stored in each independent, high capacity host computer, which is always called "server". Each host is linked to the nearest local joint point of Internet, which is called "hub". Through the hub the host extends it's linking to the main Internet network, which is called backbone network. Through the backbone and local network's help, the data of host computers are transmitted around the world. In some respect, Internet is similar to the highway, if we take computer as a house, the data are the residents inside the house, and the residents may use different transport facilities to travel around, the travel facilities may be the car, airplane or ship, just like the data are transferred by cable, wire or wireless wave.

Another question is that if Internet belongs to no one, who "build up" the Internet? Generally speaking, every courty's backbone network systems are built up by some large prefessional businesses or institutes. These businesses or institutes are called Internet service providers (ISPs) or Internet access providers (IAPs). Every ISP or IAP paves it's own linking network in country's wide, and linked it's own network with each other to form the Internet inside the country. When they link their network with foreign networks, the international networks are formed. The backbone networks have many hubs in every local area for local networks to link with. The local networks are always paved by middle or small sized Internet developers (ISPs), which are built to provide the "access to Internet" service to local Internet users, such as residents or small businesses. Some large companies make their own direct links to backbone network. From this, we can see that Internet has three layers, the very inside layer is user's layer: including personal computers or companies Intranet or Extranet, they are the news or data providers or collectors. The second layer is local network or the country's backbone network. The third layer is the global Internet.

All the currently used electronic transmission facilities (such as telephone or telegraph network,

cable TV network or satellite transmission network) can be the data carriers used in Internet. The users of Internet should only pay to the company that provides them with local Internet access service, but remember, they only need to pay that. No matter how "far" they will "go" on Internet, they don't need to pay anyone anymore for their accessing.

What the people get or benefit by log-on Internet? The major types of services provided by Internet are e-mail, WWW and FTP.

E-mail is a mail client program that may be a facility of the web browser or a separate software package. Coming e-mails are downloaded from a post-box (file) on the server and outgoing e-mails need addressing of the recipients, for example: "Lihua Wang @ Guang Ming.com." the first part before@ is the person's name who own the mail box and the second part after @ is the domain name of the post box that is used on the mail server to derive the IP address. IP address is a series of digital numbers used to indicate where the mail from or to. Every IP address corresponds to the domain name, domain name is designed for people, and IP address is designed for computer. E-mail could let users receive or send out many types of information such as literal, image or voice. E-mail is the fastest, simplest and lowest cost modern transmission facility, and it is the widest used service of Internet.

Web is the most favorable facility of Internet. It is a kind of multifunctional data processing software. It incorporates the use of hypertext links, software portability, and network and socket programming. Hypertext links allow web users to switch from one website (or web page) to another easily and rapidly. Software portability allows users running previously incompatible platforms to create sites that can be interpreted and read easily by multiple platforms. The network and socket programming technology make the data transferred when use of hypertext links.

The ease use of the WWW has contributed to the Internet's exponential growth rates. A popularly cited estimate of the growth of the Internet is that its traffic doubles every 100 days.

Web is the most dynamic force in the information technology (IT) industry, for it has brought out the advent of increasingly powerful and inexpensive technologies that permitted more and more people to make use of IT, it has also provided the base for many business applications and become a incredible flexible and accurate way of conducting digital informations.

FTP (File Transfer Protocol) is a kind of software that allows users to transfer computer files between host computers easily, especially for software distribution. It is the primary use of the Internet.

So from the above introduction, we know that, by using Internet and web, any person, who may only has limited knowledge about computer and Internet can also make use of Internet, because he can use web browser to find out any wanted information simply and easily. Somebody says: "Internet is a plentiful world on everybody's finger."

Review Questions

1. What is the Internet?
2. What is a router?
3. What is a domain name, Is it the same thing as IP address? Why?
4. What are the benefits of conducting EDI over the Internet?

New Words

manual ['mæniuəl] *a* 手的,用手(操作的)
separate ['sepərit] *a* 分离的;*vt* 使分开
era ['iərə] *n* 时代,年代
version ['və:ʃən] *n* 版本,形式
protocol ['prəutəkɔl] *n* 议定书,草案,协议
evolve [i'vɔlv] *vi* 发展,进展
engage [in'geidʒ] *vi* 从事于,参加(in)
enhance [in'hɑ:ns] *vt* 提高,增强
client ['klaiənt] *n* 客户,当事人
hypertext [haipətekst] *n* 超文本
access ['ækses] *n* 接近,进入 get～to
integration [in'tegreiʃən] *n* 综合,一体化
facility [fə'siliti] *n* 设备,工具,便利
competition [ˌkɔmpi'tiʃən] *n* 比赛,竞争
evaluate [i'væljueit] *vt* 把……定值,评价
advent ['ædvənt] *n* 出现,到来

Notes

1. tangible aspect 有形的方面
2. take (sth) as (sth) 把……看作
3. data carriers 数据载体
4. pay to (sb) for (sth)
   付给某人钱要用介词 to,为何事而付款要用介词 for
5. mail client program 邮件客户端程序(软件)
6. The aim of that project was to explore packet switching technology in order to establish a network with distributed control, which could still function if some of it's modes or links were damaged in a war.
   • to 引导的不定式短语作宾语,in order 引导的短语是用来解释宾语从句的目的状语,Which 引导的非限制性定语从句是用来形容 project 的功能的。

Lesson 3: Do business in the Internet era

Now, EB is the greatest demanded application on Web, every country around the world is eager to promote the implementation of Internet facilities and technologies to create a better environment for EB. For example, In 2001, The China Unicom, one of the biggest ISP in China announced that it would expand its public Internet network to 300 cities in China, including providing 8 000 new EI Internet hubs, 2 million new telephone dial user lines and 2 000 direct line-linked user lines, some other large companies such as CNC net and China Telecom, also have their ambitious Internet expending projects. Besides, during the EB applications, the trouble faced by businesses has given rise to the demands for solving it, such as improving log-on rate, ISP's service quality, the on line transactions security and so on. So in recent years, the laws and regulations for Internet operating and EB are coming into effect one by one, and lots of EB application softwares are invented and put into use, which has improved greatly the EB conditions and environment.

From other point of view, in EB environment, the companies face many chances as well as many threats. In virtual market place, the substitution of their products, the potential competitors, the bargaining ability of suppliers or buyers may knock you out at any time. So the companies have to do something to save themselves, that is, to keep competitive superiority, provide best service to customers and lower production cost and make the work efficient. To achieve these goals, companies must keep up with the fast changes in the Internet world. Businesses use Internet not only for goods

demonstrating or advertising, but also for all scale innovations in business operations to make more profits and keep competent, but how to do these?

Anyway, the businesses that want to use EB technology in implementing their business operations need to determine their overall business strategies first. Since the environment changes rapidly, they must rethink or adjust their missions and goals to cope with these changes. Then, they should determine how to use Internet to help them to achieve their business goals. If they do find out that Internet technology may serve as an enabler of achieving their business strategies, then they must determine in what fashions the Internet can be best utilized.

So,let's see what the goals or missions that the companies want the Internet and IT to help them to achieve are.

The goals and missions of company

1. Fully demonstration and image establishment.
   Website must be designed as impressive,attractive,interactive and easy to be found.
2. Real-time transaction
   Have the ability of quick response and engaging in meaningful and sufficient negotiation process,provide electronic money payment,shorten the order-ship-bill time.
3. EB transaction security
   Assure the system's continuity and the security of transaction data.
4. Quick response to partners in cooperation process
   Realize the real-time information sharing and exchanging among partners in supply chain
5. Quick response to customer's demand
   Provide on-line service interface to customers.

To realize all the seven aspects at the same time is abviously unreality, for the investment is quite a lot, and will bring great and throughout changes to current procedures,when the seven aspeets can't align with each other,disturbance may be made.

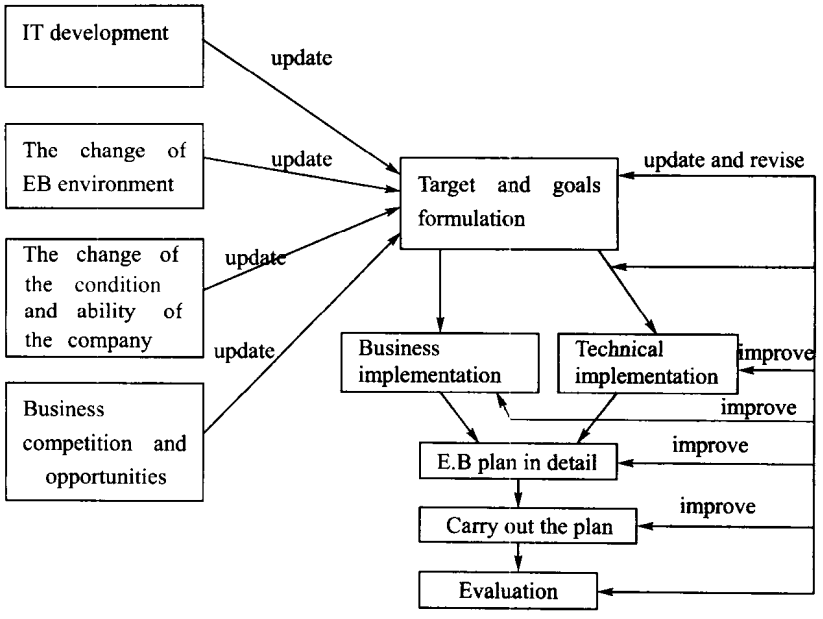
So, in order to avoid mistakes or failures, the company should check and evaluate all its ins and outs, including the following aspects:

1. Who are your customers? Do they often use Internet?
2. Are your products or service suitable to be promoted on Internet?
3. Do your competitors do business on Internet? If so, are they successful or fail?
4. What aspect of your business do you want to transform most? And think about how to align this changed aspect with unchanged one?
5. What kind of Internet or Web service do you want to employ, including hardware and software, the choice of ISP, the service items that you want to be provided, the beginning cost and annual cost for doing these?
6. How much adjustment should be made to traditional operation mechanism for making use of the EB technology? Which includs personnel training, old system transforming, new system main-

taining and management. Besides, do you and your employees get ready for doing EB?

After you get all the definite answers for all above questions, you will know clearly what you should do at the current stage and what you do next, then form the feasible operation strategies and goals. The strategy formation is an ongoing process, as the changes of the environment and the business capabilities, the strategies also need to evolve in order to help companies to achieve their goals, the evolving and evaluating process could be described as follows.

The decision making procedure of company



Picture 1 - 1

Finally, we must understand that EB is in fact E plus B (electronic plus business), "E" is the means to implement "B". So we don't log on Internet just for keeping up with the trend, but only take use of EB mechanism when it really can help us to realize our goals, because in information era, the real thing that the company need to think over is how to make use of Internet and information technology to make more money.

Review Questions

1. What benefits have the businesses achieved due to their web-based Intranet operation?