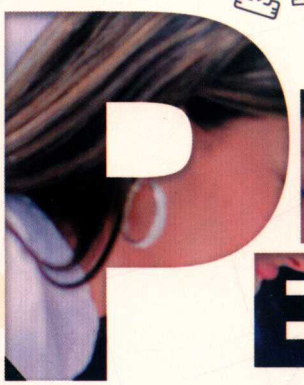
普通高等院校“十三五”规划教材
“互联网+”电子商务专业立体化教材



PRACTICAL E-COMMERCE ENGLISH

实用电子商务英语

主编◎刘德华 熊 伟

（含微课）

江苏大学出版社
JIANGSU UNIVERSITY PRESS

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内 容 提 要

本书为电子商务专业的专业英语，包括十个单元，涵盖电子商务简介、电子商务网站建设、电子商务基础知识、安全电子交易、计算机安全防御系统、电子支付系统、电子商务时代的物流、网络营销策略、电子商务广告和客户关系管理。

本书具有实用性、前沿性、可读性等特点，既可作为高等院校电子商务专业的专业英语教材，也可作为相关专业学生学习电子商务英语的自学教材。

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前言 Preface

21世纪是一个以数字化、网络化、信息化为特征的信息时代，电子商务作为信息时代的新商贸形式，既促进了经济发展，也让我们的生活变得更加便利。近年来，随着跨境电子交易的快速发展，电子商务企业对既具备专业能力又具备英语语言能力的复合型人才的需求急剧上升。对于电子商务专业的学生来说，具备较高的专业英语水平是其未来职业的敲门砖。为此，我们编写了《实用电子商务英语》这本书。

具体来说，本书具有以下特点：

1．内容全面，难度适宜

本书涉及电子商务的多个方面，包括电子商务简介、电子商务网站建设、安全电子交易、电子支付系统、电子商务时代的物流、网络营销策略、客户关系管理等。此外，作为专业英语教材，本书的目的是培养学生将英语作为学习电子商务专业知识的工具，因而在选材上特别注重文章的可读性和难易度：每个单元选篇题材新颖，贴近实际；生词量适度，可读性强，能有效扩充学生的专业英语词汇量，提高学生阅读专业英语文章的能力。

2．接轨前沿，拓展视野

电子商务发展日新月异，在策划时，我们特增加“Supplementary Reading”模块，挑选了一些与单元主题相关且具有前沿性的双语文章，如“大数据分析在电子商务中的应用”“社交客户关系管理”等，一方面可对“Reading”部分的基础内容进行拓展，以加大学生的阅读量；另一方面则可拓展学生的视野，帮助其了解电子商务领域的前沿信息和知识。

3．模块丰富，针对性强

本书每个单元包括导入、阅读、翻译、写作、语法、拓展阅读和电子商务相关知识七个模块，每个模块目的明确，既可提高学生的语言技能，又有利于培养学生的职业素质与技能。

- 导入：旨在用单元相关问题或任务激发学生对本单元内容的思考和学习兴趣。
- 阅读：配有相关注解和练习题，旨在扩充学生的专业英语词汇量，提高学生阅读专业英语文章的能力。
- 翻译：提供通俗易懂、讲解清晰的翻译技巧，并配以适量练习题，能有效提高学生的翻译能力。
- 写作：配合详细的讲解和例文，帮助学生循序渐进地提高英语应用文的写作能力。
- 语法：提炼重点语法知识，使学生规范地使用英语。
- 拓展阅读：对阅读部分进行扩充，以加大学生的阅读量，拓展其视野。
- 电子商务相关知识：介绍电子商务专业知识，以帮助学生更好地学习本单元的专业英语文章。

4．微信扫码，随扫随听

本书阅读部分均配有微课，学生只需拿出手机扫一扫书上的二维码，便可获取该部分的地道音频，随扫随听，非常方便。

此外，本书配有优质的教学资源包，读者可到北京金企鹅联合出版中心网站（www.bjjqe.com）下载。

本书由江西工程学院刘德华、熊伟担任主编；廖红艺、夏娟、钟雯、车凤英、钟丽花、易明担任副主编。具体编写分工如下：Unit 1、Unit 2 由刘德华编写，Unit 3、Unit 4 由熊伟编写，Unit 5 由易明编写，Unit 6 由夏娟编写；Unit 7 由廖红艺编写，Unit 8 由车凤英编写，Unit 9 由钟雯编写，Unit 10 由钟丽花编写。刘德华负责书稿内容结构的规划及书稿的统编工作。

由于时间有限，书中疏漏之处在所难免，敬请读者批评指正。

编　者

2018 年 8 月

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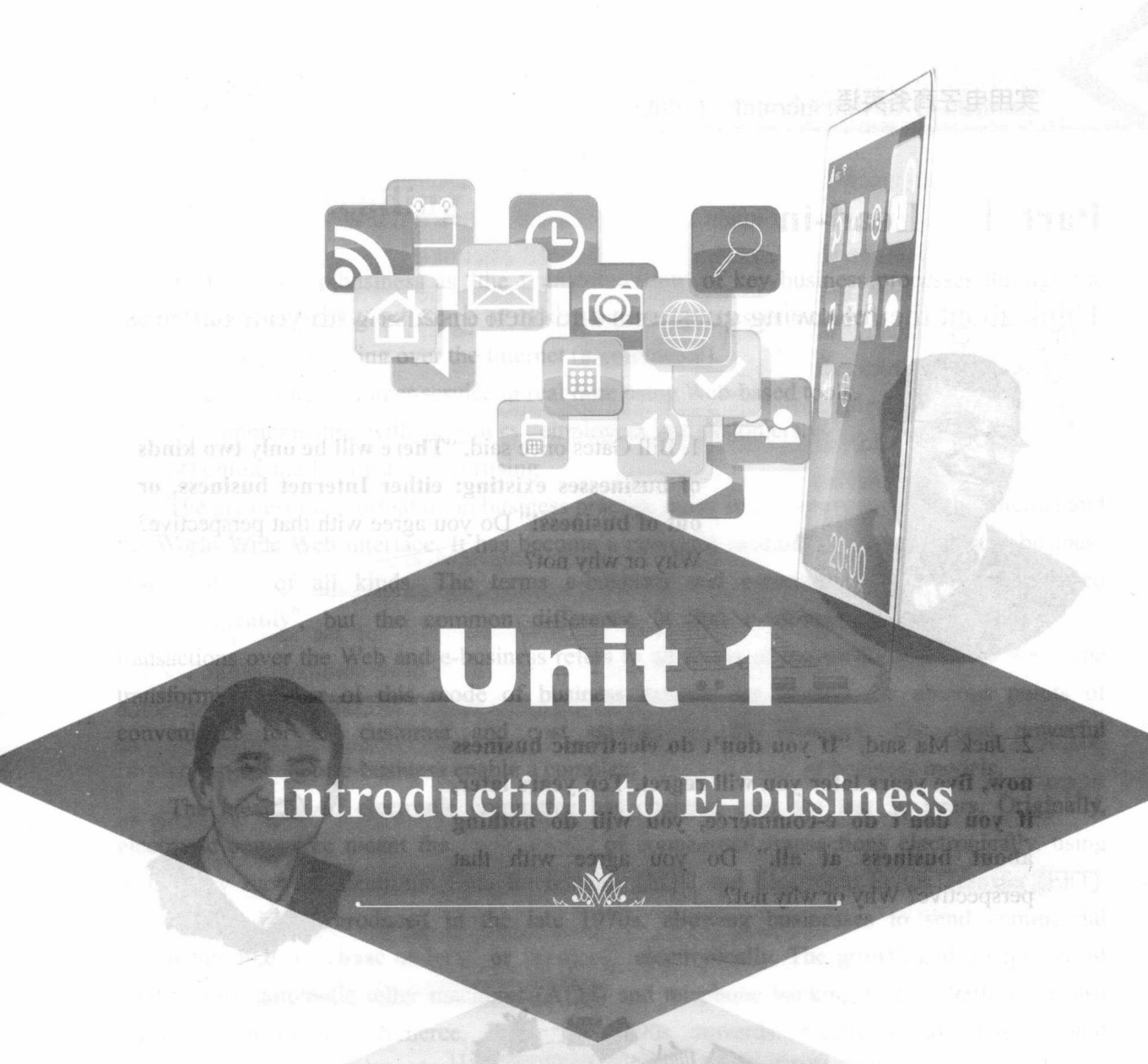

Unit 1

Introduction to E-business

Learning Objects

After learning this unit, you will be able to:

- Know basic characters and functions of e-business.
- Know main categories and basic types of e-business.
- Master words and expressions related to e-business.

Part Ⅰ Lead-in

Think about the following questions and then discuss with your partners.

1. Bill Gates once said, "**There will be only two kinds of businesses existing: either Internet business, or out of business!**" Do you agree with that perspective? Why or why not?

2. Jack Ma said, "**If you don't do electronic business now, five years later you will regret. Ten years later, if you don't do e-commerce, you will do nothing about business at all.**" Do you agree with that perspective? Why or why not?

3. Do you know some Websites of e-business? What are they? What kind of business are they doing? What do you think them? Do they benefit people in some way or not?

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Part II Reading

IBM defines[1] e-business as "the transformation[2] of key business processes through the use of Internet technologies." Some of those e-business processes include:

(1) buying and selling over the Internet (e-commerce).

(2) conducting customer service in real time using Web-based tools.

(3) communicating with suppliers[3], employees and customers.

(4) online marketing and advertising.

The greatest transformation in business practice today is the emergence[4] of the Internet and the World Wide Web interface. It has become a powerful medium for commerce and business transactions[5] of all kinds. The terms e-business and e-commerce are sometimes used interchangeably[6], but the common difference is that e-commerce refers to financial[7] transactions over the Web and e-business refers to all forms of transactions over the Web. The transforming power of this mode of business extends far beyond the obvious points of convenience for the customer and cost savings for the business. The most powerful implementations[8] of e-business enable a complete restructuring[9] of business models.

The meaning of electronic commerce has changed over the last 30 years. Originally, electronic commerce meant the facilitation[10] of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders[11] or invoices[12] electronically. The growth and acceptance of credit cards, automatic teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. From the 1990s onwards, electronic commerce would additionally include enterprise[13] resource planning systems (ERP), data mining[14] and data warehousing[15].

Some people find it useful to categorize electronic commerce by the types of entities[16] participating in the transactions or business processes. The five general electronic commerce categories are business to consumer (or B2C), business to business (or B2B), consumer to consumer (or C2C), consumer to business (or C2B), and business to government (or B2G). The three categories that are most commonly used are:

(1) Consumer shopping on the Web, often called business to consumer (or B2C).

(2) Transactions conducted between businesses on the Web, often called business to business (or B2B).

(3) Transactions and business processes in which companies, governments, and other organizations use Internet technologies to support selling and purchasing activities, often called business to government (or B2G).

To understand these categories better, consider a company that manufactures stereo[17]

speakers[18]. The company might sell its finished product to consumers on the Web, which would be B2C electronic commerce. It might also purchase the materials it uses to make the speakers from other companies on the Web, which would be B2B electronic commerce. Businesses often have entire departments devoted to negotiating purchase transactions with their suppliers. These departments are usually named supply management or procurement[19]. Thus, B2B electronic commerce is sometimes called e-procurement.

In addition to buying materials and selling speakers, the company must also undertake[20] many other activities to convert[21] the purchased materials into speakers. These activities might include hiring and managing the people who make the speakers, renting or buying the facilities[22] in which the speakers are made and stored, shipping the speakers, maintaining accounting records, purchasing insurance, developing advertising campaigns, and designing new versions[23] of the speakers. An increasing number of these transactions and business processes can be done on the Web. Manufacturing processes (such as the fabrication[24] of the speakers) can be controlled using Internet technologies within the business. All of these communication, control, and transaction-related activities have become an important part of electronic commerce. Some people include these activities in the B2B category; others refer to them as underlying[25] or supporting business processes.

Some researchers define a fourth category of electronic commerce, called consumer to consumer (or C2C), which includes individuals who buy and sell items among themselves. For example, C2C electronic commerce occurs when a person sells an item through a Web auction[26] site to another person. In this book C2C sales are included in the B2C category because the person selling the item acts much as a business would for purposes of the transaction.

Finally, some researchers also define a category of electronic commerce called business to government (or B2G); this category includes business transactions with government agencies, such as paying taxes and filling required reports. In this book, B2G transactions are included in our discussions of B2B electronic commerce.

Vocabulary

1	define	/dɪ'faɪn/	*v.* 给（词语等）下定义，阐明，解释
2	transformation	/ˌtrænsfə'meɪʃn/	*n.* 转变，改革
3	supplier	/sə'plaɪə(r)/	*n.* 供应者；供货商；供货方
4	emergence	/ɪ'mɜːdʒəns/	*n.* 出来，出现
5	transaction	/træn'zækʃn/	*n.* 业务，交易
6	interchangeably	/ˌɪntə'tʃeɪndʒəblɪ/	*adv.* 可交换地，可互换地
7	financial	/faɪ'nænʃl/	*adj.* 财政的，金融的，财政的
8	implementation	/ˌɪmplɪmen'teɪʃn/	*n.* 履行，实施
9	restructure	/ˌriː'strʌktʃə(r)/	*v.* 重建，改建，重新安排

10	facilitation	/fəˌsɪlɪ'teɪʃn/	*n.*	履行，实施
11	purchase order	/'pɜːtʃəs 'ɔːdə/		订单
12	invoice	/'ɪnvɔɪs/	*n.*	发票，发货单
13	enterprise	/'entəpraɪz/	*n.*	公司；事业单位，企业单位
14	data mining	/'deɪtə 'maɪnɪŋ/		数据挖掘
15	data warehousing	/'deɪtə 'weəhaʊzɪŋ/		数据仓储
16	entity	/'entəti/	*n.*	独立存在物；实体
17	stereo	/'steriəʊ/	*adj.*	立体声的
18	speaker	/'spiːkə(r)/	*n.*	扬声器；喇叭
19	procurement	/prə'kjʊəmənt/	*n.*	采购，购买
20	undertake	/ˌʌndə'teɪk/	*v.*	承担；从事；负责
21	convert	/kən'vɜːt/	*v.*	（使）转变，转换，转化
22	facility	/fə'sɪləti/	*n.*	设备，事业
23	version	/'vɜːʃn/	*n.*	变化形式；变体；版本
24	fabrication	/ˌfæbrɪ'keɪʃn/	*n.*	组装
25	underlying	/ˌʌndə'laɪɪŋ/	*adj.*	根本的；潜在的；隐含的
26	auction	/'ɔːkʃn/	*n.*	拍卖

Technical Words and Abbreviations

1	IBM: International Business Machines	国际商用机器公司
2	e-business: electronic business	电子商务
3	e-commerce: electronic commerce	电子贸易
4	World Wide Web	万维网
5	EDI: electronic data interchange	电子数据交换
6	EFT: electronic funds transfer	电子资金转账
7	ATM: automatic teller machine	自动柜员机
8	ERP: enterprise resource planning systems	企业资源计划
9	B2C: business to consumer	企业对消费者的电子商务模式
10	B2B: business to business	企业对企业的电子商务模式
11	C2C: consumer to consumer	消费者对消费者的电子商务模式
12	C2B: consumer to business	消费者对企业的电子商务模式
13	B2G: business to government	企业对政府的电子商务模式

Notes to the Passage

1 The company might sell its finished product to consumers on the Web, which would be B2C electronic commerce.

【译文】这家公司可以在 Web 上向消费者销售它的产品，即企业与消费者间电子商务。

【句子解析】which 引导的为非限定性定语从句，用于对主句进行补充说明。finished product 的意思是“到成品”，finished 是过去分词；finishing product 的意思是“在制成”，finishing 是现在分词。

2 EDI：英文 Electronic Data Interchange 的缩写，中文可译为“电子数据交换”，港、澳及海外华人地区称其为“电子资料通”。它是一种在公司之间传输订单、发票等文件的电子化手段。它通过计算机通信网络，将贸易、运输、保险、银行和海关等行业信息用一种国际公认的标准格式，实现各有关部门或公司等企业之间的数据交换处理。它是 20 世纪 80 年代发展起来的一种新颖的电子化贸易工具，是计算机、通信和现代化管理技术相结合的产物。

3 ERP：企业资源规划。它是一个集成的信号系统，通常由财务、生产、人力资源、采购等功能模块组成。ERP 将企业内部的所有资源整合在一起，对采购、生产、成本、库存、分销、运输、财务、人力资源进行规划，从而实现资源优化配置，达到企业的最佳效益。

4 Manufacturing processes (such as the fabrication of the speakers) can be controlled using Internet technologies within the business.

【译文】制造过程（如扬声器的制造）可以在企业内部使用互联网技术进行控制。

【句子解析】“using Internet technologies within the business”为现在分词作状语。

Exercises

I Answer the following questions according to the passage.

1. How does IBM define e-commerce?
2. When were EDI and EFT introduced?
3. What are the three categories of e-commerce that are most commonly used?
4. What is B2C?
5. What is the difference between e-commerce and e-business?

II Translate the following words and phrases into Chinese.

1. online marketing and advertising _____
2. e-procurement _____
3. financial transaction _____
4. finished product _____
5. business model _____
6. manufacturing process _____
7. Internet technology _____

8. transaction-related _____
9. data mining _____
10. automatic teller machine _____

III Translate the following phrases into English.

1. 企业对消费者的电子商务模式 _____
2. 企业对政府的电子商务模式 _____
3. 广告战略 _____
4. 电子数据交换 _____
5. 企业资源计划 _____
6. 万维网接口 _____
7. 电子商务程序 _____
8. 客户服务 _____
9. 消费者对消费者的电子商务模式 _____
10. 数据仓库 _____

IV Fill in the blanks with the words given below. Change the form if necessary.

online	Internet	interface	Web	real time
warehouse	marketing	transaction	transform	service

1. If you need to look up statistics, you could try surfing the _____. You never know what you might find.
2. Working _____ is sometimes slower than when the computer is not connected to the network.
3. The new version of the program comes with a much better user _____ than the original.
4. _____ programs are used by airtraffic controllers to direct aircraft.
5. You can contact the publisher of this book through their home page on the _____.
6. A good knowledge of _____ will help to make a good sales plan.
7. Many big retailers such as Pricesmart and Wal-Mart would choose suburban areas to build their _____.
8. The paper publishes a daily list of Stock Exchange _____.
9. The _____ in that restaurant is extremely slow.
10. His character seems to have undergone a complete _____ since his marriage.

V Translate the following sentences into Chinese.

1. It has become a powerful medium for commerce and business transactions of all kinds.

_____

2. The meaning of electronic commerce has changed over the last 30 years.

_____

3. Some people find it useful to categorize electronic commerce by the types of entities participating in the transactions or business processes.

_____

4. The company might sell its finished product to consumers on the Web, which would be B2C electronic commerce.

_____

5. Some researchers define a fourth category of electronic commerce, called consumer to consumer (or C2C), which includes individuals who buy and sell items among themselves.

_____

Part Ⅲ Translation Skills（省略法）

省略法是指在翻译时，原文有些词在译文中可以省略，不必翻译出来。通常，译文不翻译某词但是已经具有了原文这个词所表达的意思时，或者这个词在译文中的意义是不言而喻的时，可使用省略法。省略的目的在于使译文更加通顺流畅，更符合译文习惯。但需要注意的是，省略并不是把原文的某些思想内容删去，省略不能改变原文的意义。

一、从语法角度来看

（一）省略代词

1. 省略作主语的人称代词

（1）省略作主语的人称代词

根据汉语习惯，前句出现一个主语，后句如仍为同一主语，就不必重复出现。英语中通常每句都有主语，因此人称代词作主语往往多次出现，这种人称代词汉译时常常可以省略。

【例 1】I had many wonderful ideas, but I only put a few into practice.

我有很多绝妙的想法，但是只把少数付诸实践了。

【例 2】He was thin and haggard and he looked miserable.

他瘦弱憔悴，看上去一副可怜相。

（2）省略泛指人称代词

英语中，泛指人称代词作主语时，即使是作第一个主语，在汉语译文中往往也可以省略。

【例 1】We live and learn. 活到老，学到老。

【例 2】The significance of a man is not in what he attained but rather in what he longs to attain.

人生的意义不在于已经获取的，而在于渴望得到什么样的东西。

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