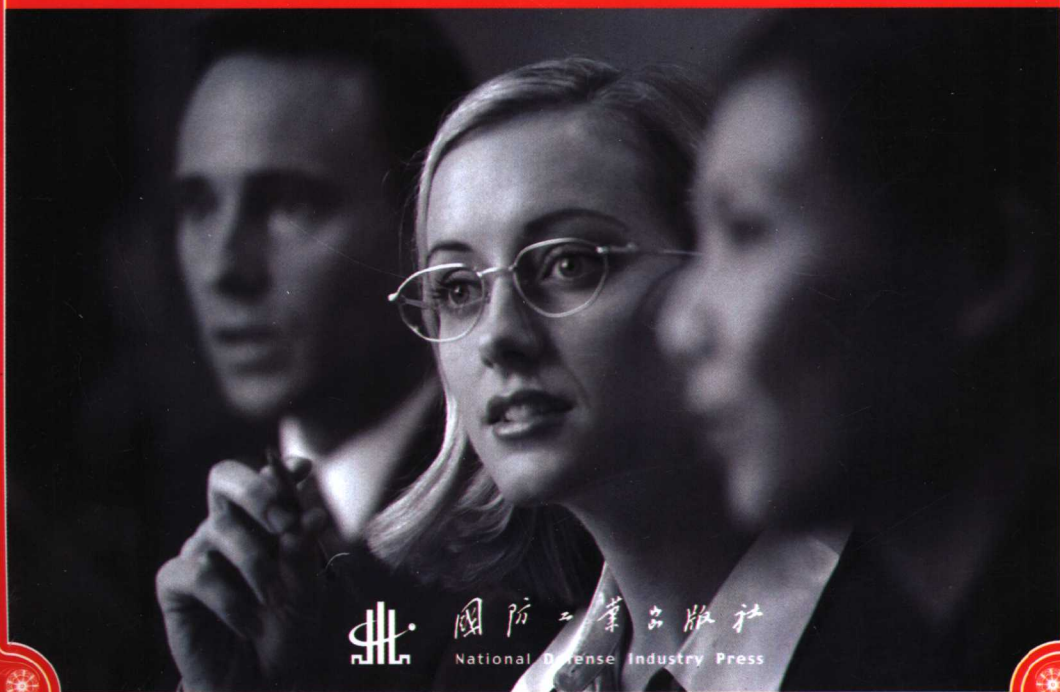


# 电子商务英语

于卫红 编著



## Electronic Commerce English



国防工业出版社  
National Defense Industry Press

# 电子商务英语

**E**lectronic Commerce English

于卫红 编著



国防工业出版社  
National Defense Industry Press

**图书在版编目 (CIP) 数据**

电子商务英语 / 于卫红编著. —北京:国防工业出版社, 2006.9

ISBN 7-118-04742-2

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

中国版本图书馆 CIP 数据核字 (2006) 第 101558 号

※

**国防工业出版社** 出版发行

(北京市海淀区紫竹院南路 23 号 邮政编码 100044)

天利华印刷装订有限公司印刷

新华书店经售

\*

开本 710×960 1/16 印张 12 字数 213 千字

2006 年 9 月第 1 版第 1 次印刷 印数 1—4000 册 定价 25.00 元(含光盘)

---

(本书如有印装错误,我社负责调换)

国防书店:(010)68428422

发行邮购:(010)68414474

发行传真:(010)68411535

发行业务:(010)68472764

## 前 言

经济全球化的纵深发展以及日新月异的信息技术,引发了商务方式的变革。各个行业和领域正在积极开展形式多样的电子商务与电子政务活动。电子商务的快速发展,使整个社会对电子商务专业人才的需求日益迫切。电子商务专业培养的是既具有扎实的经济管理理论知识,又全面掌握电子商务、计算机网络、信息技术和外语等知识技能的高级复合型人才。《电子商务英语》正是为适应高等院校本、专科电子商务专业或其他相关专业的教育需要而编写的专业英语教材。本书在编写设计上出于以下考虑:

(1) 开设“电子商务英语”这门课程的主要目的是通过该门课程的学习,提高学生的专业英语水平,同时能使学生对电子商务领域的专业知识有更加广泛深入的理解,为日后在专业领域的工作和研究打下基础。因此本书以阅读为基础,对电子商务基础知识做了系统的介绍,内容涉及 EDI、计算机网络、PKI 原理、网上支付、网站设计等。精选的专业文章可读性很强,通过精读,可以为阅读、翻译和写作电子商务专业的英语文章扫除障碍。

(2) 每篇阅读后的注释部分所列举的单词或短语都是电子商务专业常用的词汇,意在扩大学生的专业英语词汇量,提高其阅读专业文章的能力。此外,作为学习效果的检验,每篇阅读后都配有相应的练习题。

(3) 听、说、读、写全方位的训练不仅在基础英语教学中可行,也应深入到专业英语教学实践中。因此,本教材从结构上分为阅读、写作、听力三部分。

(4) 本教材的写作部分介绍了常用的电子商务信函写作,提供了多篇有代表性的例文和大量写作中常用的句子。此外,还介绍了网络广告的创作,同时列举了一些较经典的广告语。电子商务计划书的写作也在该部分有所介绍。

(5) 听力部分包括多篇在电子商务领域内有影响力的事件。如百度上市第一天、阿里巴巴收购雅虎中国等,旨在让学生开阔眼界,了解电子商务的最新发展。相关的听力原文可与作者联系,地址:大连海事大学经济与管理学院 于卫红;邮编:116026;E-mail:yuwahlx@163.com。

此外,为了方便自学者,附录中给出了参考译文。

本书由于卫红编写。十分感谢大连海事大学管理科学与工程一级学科带头人、博士生导师陈燕教授在百忙之中为本书做了主审工作。在编写的过程中遇到了很多困难,是集体的力量和团队的支持给了作者信心和勇气。真诚地感谢大连海事大学管理科学与工程学科的全体同事对本书所提出的宝贵意见和建议。也由衷地感谢国防工业出版社对本书的出版所做的许多工作。

由于时间仓促,难免存在错误和问题,恳请专家们和广大读者不吝指正。

编者  
2006年7月

# 目 录

## Reading Materials

Lesson One	The History of EDI .....	1
Lesson Two	What is Electronic Commerce? .....	7
Lesson Three	Understanding the World Wide Web .....	12
Lesson Four	What Are Communication Networks? .....	24
Lesson Five	PKI Public Key Encryption and Digital Signature .....	38
Lesson Six	Payments on Internet .....	48
Lesson Seven	E-commerce Web Site Design: Strategies and Models .....	59
Lesson Eight	How to Build a Website .....	71

## Writing

Unit One	Establishing Business Relations .....	80
Unit Two	Enquiries .....	85
Unit Three	Offer .....	89
Unit Four	Counteroffer .....	94
Unit Five	Acceptance .....	98
Unit Six	Web Advertisement Writing .....	102
Unit Seven	E-commerce Business Plan Writing .....	109

## Listening

Listening One	Big day for baidu.com .....	114
Listening Two	China Profiles: Jack Ma, Internet CEO .....	116
Listening Three	Alibaba Acquires Yahoo China .....	119
Listening Four	Google's New Message Service Includes Voice .....	122
Listening Five	Transition Seen from Hacker Posturing to Criminality .....	124

Listening Six	Computer Viruses .....	126
Listening Seven	ebay Buys Net Phone Provider Skype .....	131
Listening Eight	Internet Bus .....	133
Listening Nine	Bloggers Creating Networks .....	135
Listening Ten	Reviewing New Windows Operating System .....	138
Appendix I	参考译文 .....	140
Appendix II	参考答案 .....	183

## Reading Materials

# Lesson One The History of EDI

### 1.1 Definition

Electronic Data Interchange (EDI) may be most easily understood as the replacement of paper-based purchase orders with electronic equivalents. It is actually much broader in its application than the procurement process, and its impacts are far greater than mere automation. EDI offers the prospect of easy and cheap communication of structured information throughout the corporate community, and is capable of facilitating much closer integration among hitherto remote organizations.

A more careful definition of EDI is “**the exchange of documents in standardized electronic form, between organizations, in an automated manner, directly from a computer application in one organization to an application in another**”.

### 1.2 Architecture for EDI

EDI can be compared and contrasted with electronic mail (E-mail). E-mail enables free-format and textual messages to be electronically transmitted from one person to another. EDI, on the other hand, supports structured business messages, and transmits them electronically between computer applications, rather than between people.

The essential elements of EDI are:

- the use of **an electronic transmission medium** (originally a value-added network, but increasingly the open, public Internet) rather than the dispatch of physical storage media such as magnetic tapes and disks;
- the use of **structured, formatted messages based on agreed standards** (such



that messages can be translated, interpreted and checked for compliance with an explicit set of rules) ;

- **relatively fast delivery** of electronic documents from sender to receiver (generally implying receipt within hours, or even minutes) ;
- **direct communication between applications** (rather than merely between computers).

EDI depends on a moderately sophisticated information technology infrastructure. This must include data processing, data management and networking capabilities to enable the efficient capture of data into electronic form, the processing and retention of data, controlled access to it, and efficient and reliable data transmission between remote sites.

A common connection point is needed for all participants, together with a set of electronic mailboxes (so that the organizations' computers are not interrupted by one another), and security and communications management features. It is entirely feasible for organizations to implement EDI directly with one another, but it generally proves advantageous to use a third-party network services provider.

## **1.3 Benefits of EDI**

EDI saves unnecessary re-capture of data. This leads to faster transfer of data, far fewer errors, less time wasted on exception-handling, and hence a more streamlined business process. Benefits can be achieved in such areas as inventory management, transport and distribution, administration and cash management. EDI offers the prospect of easy and cheap communication of structured information throughout the government community, and between government agencies and their suppliers and clients.

EDI can be used to automate existing processes. In addition, the opportunity can be taken to rationalize procedures, and thereby reduce costs, and improve the speed and quality of services.

## **1.4 History of EDI**

The early applications of what became known as EDI were undertaken in the U-

nited States. The idea's origins have an international flavor, however, being traceable back to the 1948 Berlin Airlift, where the task of coordinating airfreighted consignments of food and consumables was addressed by devising a standard manifest. Electronic transmission commenced during the 1960s, initially in the rail and road transport industries. The standardization of documents was a necessary concomitant to that change. In 1968 the United States Transportation Data Coordinating Committee (TDCC) was formed, to coordinate the development of translation rules among four existing sets of industry-specific standards. A further significant move towards standardization came with the X12 standards of the American National Standards Institute (ANSI), which gradually extended and replaced those created by the TDCC.

At about the same time, the U. K. Department of Customs and Excise, with the assistance of SITPRO (the British Simplification of Trade Procedures Board), was developing its own standards for documents used in international trade, called Tradacoms. These were later extended by the United Nations Economic Commission for Europe (UNECE) into what became known as the GTDI (General-purpose Trade Data Interchange Standards), and were gradually accepted by some 2,000 British exporting organizations.

Problems created by the trans-Atlantic use of two different sets of standardized documents have been addressed by the formation of a United Nations Joint European and North American working party (UN-JEDI), which began the development of the Electronic Data Interchange for Administration, Commerce and Transport (EDIFACT) document translation standards.

EDI's direct impact is to reduce the amount of data capture and transcription. This generally results in a decreased incidence of errors, less time spent on exception-handling, and fewer data-caused delays in the business process. Benefits can be attained in such areas as inventory management, transport and distribution, administration and cash management.

## Notes

procurement	采购
hitherto	迄今, 至今
value-added network	增值网络, 租用公用网的通信线路与计算机连接, 进行信息的存储、处理的通信网系统。
inventory	库存

exception-handling	异常处理
consignment	(货物的)交托,交货,发货,运送;托付物,寄存物
manifest	载货单,旅客名单
excise	消费税,货物税,国产税
concomitant	伴随物
TDCC	1968年,美国运输业的许多公司联合成立了一个运输数据协调委员会(Transportation Data Coordinating Committee, TDCC),研究开发电子通信标准的可行性。这个委员会提出的方案形成了今天 EDI 的基础。
ANSI	美国国家标准学会。该学会是负责审定发布国家标准的机构,它一般极少制定国家标准,而是将各专业团体组织制定的专业标准进行审查,确认后定为国家标准(ANSI 标准),因此,该学会实际上是协调性管理机构。
UNECE	联合国欧洲经济委员会
SITPRO	英国贸易程序简化委员会

## Quiz

- Many smaller firms were unable to afford to participate in EDI because of \_\_\_\_\_.  
 A. EDI's standard formats  
 B. EDI's high cost of implementation  
 C. lack of customers  
 D. security concern
- \_\_\_\_\_ occurs when one business transmits computer-readable data in a standard format to another business.  
 A. EFT  
 B. VAN  
 C. EDI  
 D. LAN
- Because EDI transactions are business contracts and often involve large amounts of money, the issue of \_\_\_\_\_ is significant.  
 A. secrecy  
 B. integrity  
 C. nonrepudiation

- D. privacy
4. The full name of EDI is \_\_\_\_\_.  
A. economics dictionary index  
B. electronic data interchange  
C. electronic data interface  
D. economics data influence
5. The early applications of what became known as EDI were undertaken in \_\_\_\_\_.  
A. China  
B. Japan  
C. Russia  
D. the United States
6. \_\_\_\_\_ is a private network provider (sometimes called a turnkey communications line) that is hired by a company to facilitate electronic data interchange or provide other network services.  
A. Virtual area network  
B. Value-added network  
C. Local area network  
D. World wide web
7. Which sentence is wrong?  
A. EDI enables free-format, textual messages to be electronically transmitted from one person to another.  
B. EDI supports structured business messages, and transmits them electronically between computer applications, rather than between people.  
C. EDI saves unnecessary re-capture of data.  
D. EDI can be used to automate existing processes.
8. \_\_\_\_\_ activities include managing the inbound movements of materials and supplies and the outbound movements of finished goods and services.  
A. Procurement  
B. Logistics  
C. Transaction  
D. Production
9. In 1979, ANSI chartered a new committee called \_\_\_\_\_ to develop uniform EDI standard.

- A. ASC X12
- B. CM X15
- C. EEE 2321
- D. SEA23

10. In 1968 , shippers could transform information about shipments into a computer file that conformed to the \_\_\_\_\_ standard format.

- A. ACM
- B. TDCC
- C. IEEE
- D. TTTC

# **Lesson Two What is Electronic**

## **Commerce?**

Electronic commerce (E-commerce) has been interpreted differently by different people. In actual fact, E-commerce includes any form of computerized commercial transactions. These transactions may mean buying and selling of products and services on networked computers over the Internet either by consumers or between company and company. E-commerce also includes handling purchasing transactions, electronic fund transfers (EFT), buying and selling of new “commodities” such as electronic information concerning stock prices and classified advertisements.

However, the definition of E-commerce continues to evolve with the advancement of networking technologies and application tools. It is these technologies and tools which help improve the efficiency and effectiveness of the entire chain of the trading process.

From an Internet perspective, E-commerce facilitates trade in cybermarkets which are easily accessible and is able to connect traders and buyers worldwide by way of computer technology.

Despite the excitement surrounding the Internet, it's important to understand that a balance must exist between traditional commerce, which would presumably continue to exist and the increasing influence of E-commerce, be it via the Internet or through electronic data interchange (EDI). Malaysians may get a car price from the Web but they still would want to visit the showroom to inspect the car – kick the tires, slam the door, rock the car to test the absorbers and go for a test drive. And there is no denying that one key element in business transactions is the personal touch. You can begin to understand that E-commerce is actually built on the supporting framework of traditional commerce and benefits as a result of combining traditional commerce with the increased flexibilities offered by electronic networks.

Is it easy or difficult to implement? This has to do with the state of regulatory

framework, government incentives, consumer education and awareness. Standards and laws for E-commerce operations will have to be defined in order for E-commerce to take root locally. Our government must carefully examine and delicately deal with global and trade matters such as taxes and duties, infrastructure, technologies, government policies and security.

The progressive technology evolution will continue to affect the ways and manners in which trade is conducted in the virtual marketplace. Its speed of growth is most likely to remain dependent especially from the government. As such, it is crucial that the government step up its role and render its full support for E-commerce in the country.

The United States' government, under the leadership of Vice President Gore has put forth a Global Electronic Commerce Framework which lists the following general guiding principles:

1. The government should get involved in support of the legal aspect of E-commerce and it has to be dealt with in a simple, consistent and predictable manner. The intervention from government should aim at activities such as fostering transparency, protecting privacy and intellectual property and preventing fraud.

2. To optimize the growth of E-commerce, the government should not impose undue restrictions that could hinder the expansion of E-commerce arena.

3. The government has to appreciate the decentralized nature of which governs E-commerce transactions over the Internet. Laws and regulations should be reviewed and revised from time to time to fit into the new information age.

4. It is also important to note that E-commerce should be facilitated on a global basis. Regardless of the jurisdiction in where a particular buyer and seller reside, the legal framework that supports the trading should be predictable and consistent.

5. E-commerce should be driven by the private sector. The government should encourage self-regulated industry and leadership in private sector whenever possible.

In order to build confidence among local businesses about E-commerce or doing business in the virtual marketplace, clear ground rules and framework must be laid out. However, it is inevitable that other global policy issues will have to be studied and addressed on both the local and global front. These issues include:

- A uniformed commercial code for E-commerce: People who are involved in electronic business transactions should amicably agree, support and work towards meeting the standards set for doing business over the Internet.

- **A tariff-free environment:** A barrier-free trade environment must be encouraged for E-commerce to happen. The imposition of new taxes and tariffs may hinder the growth of ecommerce.
- **A flexible electronic payment system:** While payment transactions over the Internet should be regulated and monitored, highly prescriptive regulations and any inflexibility imposed would do more harm than good as the commercial and technological environments for electronic payments are changing rapidly.
- **Intellectual property protection:** Intellectual property protection must be granted on products and services traded on the Internet for both the sellers and buyers.
- **Privacy:** In order to allow people to feel comfortable and secure doing business in a networked environment, their personal privacy must be safeguarded.
- **Security:** One of the key factors in encouraging both the sellers and buyers to stay on conducting commerce electronically is that they must be assured on the security and reliability of using this new medium. In essence, the passing of Cyberlaws is timely and essential.
- **Telecommunications infrastructure:** For E-commerce to succeed, government must ensure that the global information infrastructure is properly laid down. Failure to do so would hinder the development of advanced electronic networks.
- **Content:** To ensure that all unwanted data, content or irrelevant information transmitted over the Internet be removed and minimized, parents, teachers and all other information technology (IT) professionals must work together to promote the development of effective, user-friendly technology tools.
- **Technical standards:** Technical standards and other structures for interoperability should be set according to the requirements of the marketplace. This way, local businesses can make use of the Internet as an effective medium to conduct trade and the country can gain an economic tool as a sustainable competitive advantage.

## Notes

presumably	推测起来,大概
incentive	动机;激励
fraud	欺骗,欺诈行为;诡计;骗子;假货
jurisdiction	权限
amicably	友善地
tariff	关税,关税表,税则;(旅馆、饭店等的)价目表,价格表



sustainable	可以忍受的,足可支撑的,养得起的
showroom	(商品样品的)陈列室
EFT	电子资金转账(EFT)是一个把资金从一个银行账户直接转到另一个账户而不需要任何纸币转换的系统。

## Quiz

- EC can be conducted between \_\_\_\_\_.
  - commercial-commercial business
  - commercial-governments
  - commercial-consumers
  - all of the above
- Your E-commerce site should never give information on \_\_\_\_\_.
  - site security
  - privacy policy
  - number of visitors to the site
  - type of database being used to collect information
- What can EC provide for your business? \_\_\_\_\_.
  - EC can provide your business with global access, and faster services
  - Improve competitiveness, increased product information, and reduced client calls for support
  - All answers are incorrect
  - Answer A and B
- \_\_\_\_\_ provide security between the outside world and the private corporate Intranet.
  - Hyperlinks
  - Extranets
  - Servers
  - Firewalls
- A *B2B exchange* is a \_\_\_\_\_ Internet marketplace that matches supply and demand by real-time auction bidding.
  - buyer-to-business
  - business-to-business
  - business-to-buyer
  - buyer-to-buyer