

普通高校专业英语教程系列

电子商务
专

业 英语 实用教程

司爱侠 宋德富 张强华 张美兰 编著



清华大学出版社

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内 容 简 介

本书的目的在于切实提高读者的专业英语能力。

本书的体例以由 Unit 为单位, 每一个 Unit 由以下几部分组成: ①课文——这些课文包括了基础知识和基本概念; ②单词、词组及缩略语——给出课文中出现的新词、常用词组及缩略语, 读者由此可以积累基本专业词汇; ③难句讲解——讲解课文中出现的疑难句子, 培养读者的阅读理解能力; ④习题——可有效巩固学习成果; ⑤读译技巧——帮助读者掌握基本的专业英语翻译技巧; ⑥阅读材料——可进一步扩大读者的视野; ⑦参考试卷——可供读者检查学习效果; ⑧练习答案——供读者对照检查。

本书既可作为高等院校的专业英语教材, 也可作为优秀的高职高专院校选用。作为培训班教材和供从业人员自学, 亦颇得当。

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序

我国英语教育成就非凡，但也面临着许多新的课题。英语教育的根本目标是培养人，培养各行各业人员实际应用英语的能力，使英语成为提高人才能力的助推器。随着英语基础教学水平的日益提高，随着企业对从业人员英语运用能力门槛的不断攀升，专业英语教学得到空前的重视。尽管英语教学界对此还有种种争论，但现实是“看不见的手”有力地推动了专业英语教学的进程：各个高校专业英语课越开越多，社会上各种专业英语培训班日益火爆，从业人员急切地自我充电。正是为了满足这些需要，我们编写了这套“普通高校专业英语系列教材”。

本丛书主要遵循以下原则：其一，实用，我们在兼顾理论体系完整性的同时，尽可能多地从应用角度取材，以期读者在学过本丛书后，感觉工作中的材料就像是本书的一个单元；其二，新颖，我们对各专业的最新发展都给予非常充分的关注；其三，以 E-learn 理念为指导，构筑开放、互动的教学体系。每本书的前面作者都留有电子邮件地址，读者学习中遇到问题可以与作者及时联系。我们亦可拜读者之赐，把本丛书打造成精品教材。

本丛书的作者都有编写教材的经验，都在教学一线，其中相当一些作者具有实际工作经历，因此，本套教材会更贴近读者。

本丛书可作普通高校专业英语教材，各种短期培训班使用本丛书亦颇得当，个人使用本丛书“充电”也极有收益。

受我们才学之窘、时间之迫，书中必有不当之处，望各位读者不吝赐教。

司爱侠

前言

当今，网络、通信和信息技术快速发展，Internet 在全球迅速普及，使得现代商业具有不断增长的供货能力、不断增长的客户需求和不断增长的全球竞争力三大特征，任何一个商业组织都必须随时调整自己的组织结构和运行方式，以适应这种全球性的发展和变化。在这一时代背景下，为电子商务的出现和发展提供了良好的契机。

从广义上讲，电子商务是指人们通过计算机网络进行的各种商务活动。它可以使企业与供应商更紧密地联系起来，更快捷地满足客户的需求，也可以使企业在全世界范围内选择最佳供应商，在全世界市场上销售产品。

电子商务之所以受到重视，是因为它具有区别于其他商务方式的特点，具有诱人的发展前景。它可以使企业在物理环境中从事以往所不能从事的业务，有助于降低企业的成本，提高企业的竞争力，尤其能使中小企业以更低的成本进入国际市场并参与竞争。同时，它能为广大消费者增加更多的选择消费的机会，使消费者得到更多的利益。

电子商务的光辉前景预示着对电子商务技术人员的大量需求，如今许多院校都开设与电子商务相关的专业，电子商务专业英语成了此类专业的必修课。由于电子商务牵涉到网络、通信、信息技术、财经和国际商务等知识，这自然会增加电子商务专业英语的难度。为此，我们以电子商务专业教学大纲为依据，采集难度适中，牵涉面广，具有时效性、实用性和前瞻性的材料，并进行认真筛选之后，编写了这本《电子商务专业英语实用教程》。

本教程分为 15 个单元，每个单元包括 Text、New Words、Phrases、Abbreviations、Notes、Exercises、Reading and Translating Skill、Reading Material 等。新单词的界定尽可能照顾低起点的学生，将相对生僻的三级和四级单词均列入新词表。为了帮助学生迅速扩充词汇量并能够实际提高阅读、翻译能力，教程中安排了丰富的练习，这些练习既有针对课文的理解练习，还有电子商务、网络、通信术语的掌握。同时，考虑到英译汉是一种非常实用的技能，因此本教程安排了较大的篇幅，既有词汇短语，也有段落翻译，并配以系统讲解。

使用本教程的读者可用电子邮件向我们索取答案，发现任何问题，都可以与我们交流，我们一定会给予答复。为防止邮件被误删，邮件标题请注明姓名及“电子商务英语实用教程（清华大学版）”字样。本教程阅读材料已由徐州工程学院孙正峰、洪忠民、刘红、杨勇等老师译成了汉语，需要者可索取。

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让我们共同努力，使本书成为一部“符合学生实际、切合行业实况、知识实用丰富、严谨开放创新”的优秀教材。

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Text**The History of the Internet (1980—)****1981**

National Science Foundation created backbone called CSNET 56 Kbps network for institutions without access to ARPANET. Vinton Cerf proposed a plan for an inter-network connection between CSNET and the ARPANET.

1983

Internet Activities Board (IAB) was created in 1983.

On January 1, every machine connected to ARPANET had to use TCP/IP. TCP/IP became the core Internet protocol and replaced NCP entirely.

The University of Wisconsin created Domain Name System (DNS). This allowed packets to be directed to a domain name, which would be translated by the server database into the corresponding IP number. This made it much easier for people to access other servers, because they no longer had to remember numbers.

1984

The ARPANET was divided into two networks: MILNET and ARPANET. MILNET was to serve the needs of the military and ARPANET to support the advanced research component, Department of Defense continued to support both networks.

Upgrade to CSNET was contracted to MCI. New circuits would be T1 lines, 1.5 Mbps which is twenty-five times faster than the old 56 Kbps lines. IBM would provide advanced routers and Merit would manage the network. New network was to be called NSFNET

(National Science Foundation Network), and old lines were to remain called CSNET.

1986

The Internet Engineering Task Force or IETF was created to serve as a forum for technical coordination by contractors for DARPA working on ARPANET, US Defense Data Network (DDN), and the Internet core gateway system.

1987

BITNET and CSNET merged to form the Corporation for Research and Educational Networking (CREN), another work of the National Science Foundation.

1988

Soon after the completion of the T1 NSFNET backbone, traffic increased so quickly that plans immediately began on upgrading the network again.

1990

(Updated 8/2001) Merit, IBM and MCI formed a not for profit corporation called ANS, Advanced Network & Services, which was to conduct research into high speed networking. It soon came up with the concept of the T3, a 45Mbps line. NSF quickly adopted the new network and by the end of 1991 all of its sites were connected by this new backbone.

While the T3 lines were being constructed, the Department of Defense disbanded the ARPANET and it was replaced by the NSFNET backbone. The original 50Kbps lines of ARPANET were taken out of service.

1991

CSNET (which consisted of 56Kbps lines) was discontinued having fulfilled its important early role in the provision of academic networking service. A key feature of CREN is that its operational costs are fully met through dues paid by its member organizations.

The NSF established a new network, named NREN, the National Research and Education Network. The purpose of this network is to conduct high speed networking research. It was not to be used as a commercial network, nor was it to be used to send a lot of the data that the Internet now transfers.

1992

Internet Society was chartered.

World-Wide Web released by CERN.

NSFNET backbone upgraded to T3 (44.736Mbps)

1993

InterNIC created by NSF to provide specific Internet services: directory and database services (by AT&T), registration services (by Network Solutions Inc.), and information services (by General Atomics/CERFnet).

Marc Andreessen and NCSA and the University of Illinois developed a graphical user interface to the WWW, called "Mosaic for X".

1994

No major changes were made to the physical network. The most significant thing that happened was the growth. Many new networks were added to the NSF backbone. Hundreds of thousands of new hosts were added to the INTERNET during this time period.

Pizza Hut offered pizza ordering on its Web page.

First Virtual, the first cyberbank, opened.

ATM (Asynchronous Transmission Mode, 145Mbps) backbone was installed on NSFNET.

1995

The National Science Foundation announced that as of April 30, 1995 it would no longer allow direct access to the NSF backbone. The National Science Foundation contracted with four companies that would be providers of access to the NSF backbone (Merit). These companies would then sell connections to groups, organizations, and companies.

\$50 annual fee was imposed on domains, excluding .edu and .gov domains which are still funded by the National Science Foundation.

1996—DATE

Most Internet traffic is carried by backbones of independent ISPs, including MCI, AT&T, Sprint, UUnet, BBN planet, ANS, and more.

Currently the Internet Society, the group that controls the INTERNET, is trying to figure out new TCP/IP to be able to have billions of addresses, rather than the limited system of today. The problem that has arisen is that it is not known how both the old and the new addressing systems will be able to work at the same time during a transition period.

New Words

academic	[.ækə'demik]	<i>adj.</i> 学院的, 理论的, 学术的
access	['ækses]	<i>vt.</i> 存取, 访问
asynchronous	[ei'siŋkrənəs]	<i>adj.</i> 异步的
backbone	['bækbəun]	<i>n.</i> 脊椎, 中枢, 骨干
chartered	['tʃɑ:təd]	<i>adj.</i> 特许批准的
connection	[kə'nekʃən]	<i>n.</i> 连接, 连结; 联系
contract	[kən'trækt]	<i>vt. & vi.</i> 订约
corresponding	[.kɔris'pɒndiŋ]	<i>adj.</i> 相应的
cyberbank	['saibəbæŋk]	<i>n.</i> 网络银行
database	['deitəbeis]	<i>n.</i> 数据库
disband	[dis'bænd]	<i>vt.</i> 解散
discontinue	['diskən'tinju(:)]	<i>vt. & vi.</i> 停止, 废止, 放弃
domain	[dəu'mein]	<i>n.</i> 域
forum	['fɔ:rəm]	<i>n.</i> 论坛
fulfill	[ful'fil]	<i>vt.</i> 实践, 履行
fund	[fʌnd]	<i>n.</i> 资金, 基金
gateway	['geitwei]	<i>n.</i> 通路, 网关, 门
impose	[im'pəuz]	<i>vt.</i> 收费; 征税
independent	[indi'pendənt]	<i>adj.</i> 独立的; 自立的
institution	[.insti'tju:ʃən]	<i>n.</i> 公共机构, 协会
inter-network	[in'te:-'netwɜ:k]	<i>adj.</i> 网间的
merge	['mɜ:dʒ]	<i>vi.</i> 合并
packet	['pækit]	<i>n.</i> 信息包
period	['piəriəd]	<i>n.</i> 时期, 周期
provide	[prə'vaɪd]	<i>vt. & vi.</i> 提供, 供应, 供给
registration	[.redʒis'treɪʃən]	<i>n.</i> 注册, 报到, 登记
release	['rili:s]	<i>vt.</i> 出版; 发表; 出品
router	['ru:tə]	<i>n.</i> 路由器
significant	[sig'nifikənt]	<i>adj.</i> 有意义的, 重大的, 重要的
traffic	['træfik]	<i>n.</i> 通信量
transfer	[træns'fɜ:]	<i>vi.</i> 传输
transition	[træn'ziʃən]	<i>n.</i> 转变, 转换, 过渡