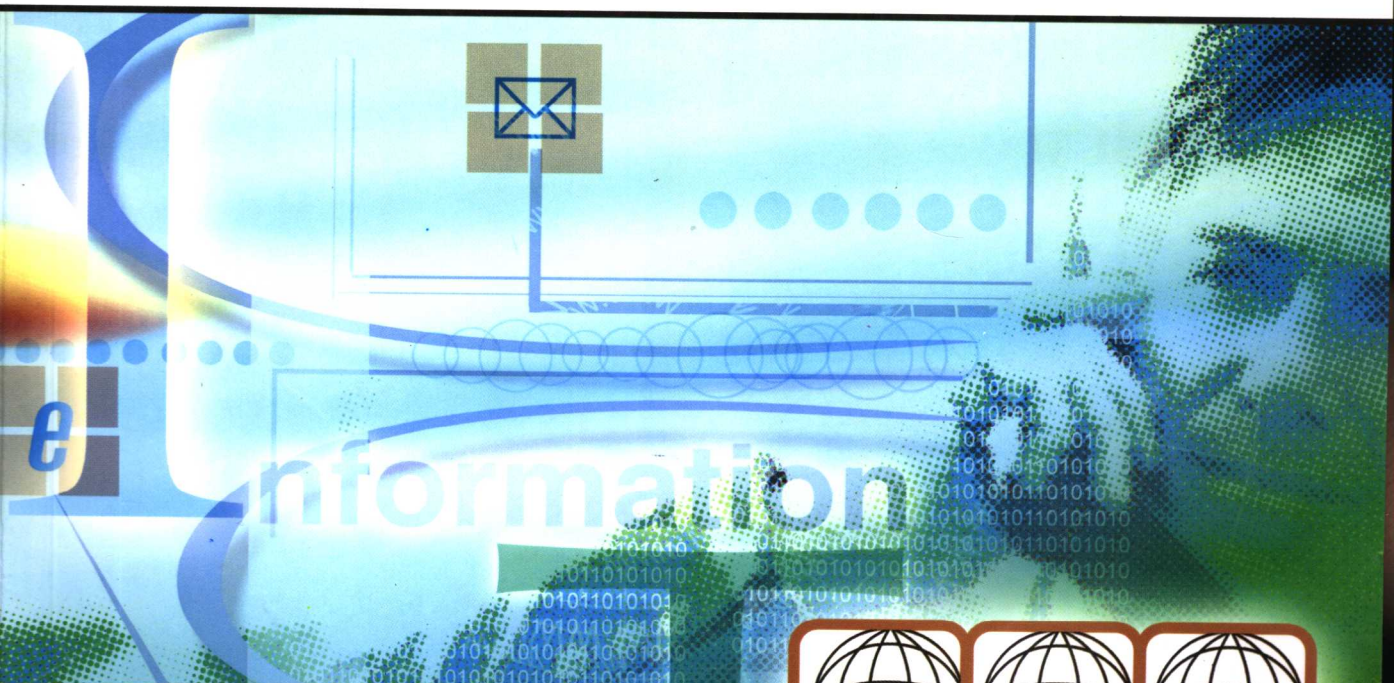


高职高专

现代信息技术系列教材

电子商务英语

张云编



technology

 人民邮电出版社
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张 云 编

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内 容 提 要

本书是关于电子商务的专业英语教材, 全书分 5 个单元, 共 15 章, 5 篇阅读材料, 包括电子商务基础、电子商务的分类、电子支付系统、电子商务安全技术和电子商务技术应用等内容, 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、内容以及未来的发展动向。

本书内容新颖、系统性强。每一单元都围绕一个主题, 分 3 章进行阐述, 并配有学习指南、详细注释、课后习题和参考译文, 可以使学生很快掌握课文要点。

本书可作为高职高专院校电子商务及相关专业的教材, 也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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丛书前言

江泽民总书记早在十五大报告中提出了培养数以亿计高素质的劳动者和数以千万计专门人才的要求,指明了高等教育的发展方向。只有培养出大量高素质的劳动者,才能把我国的人数优势转化为人才优势,提高全民族的竞争力。因此,我国近年来十分重视高等职业教育,把高等职业教育作为高等教育的重要组成部分,并以法律形式加以约束与保证。高等职业教育由此进入了蓬勃发展时期,驶入了高速发展的快车道。

高等职业教育有其自身的特点。正如教育部“面向 21 世纪教育振兴行动计划”所指出的那样,“高等职业教育必须面向地区经济建设和社会发展,适应就业市场的实际需要,培养生产、管理、服务第一线需要的实用人才,真正办出特色。”因此,不能以本科压缩和变形的形式组织高等职业教育,必须按照高等职业教育的自身规律组织教学体系。为此,我们根据高等职业教育的特点及社会对教材的普遍需求,组织高等职业学校有丰富教学经验的老师,编写了这套《高职高专现代信息技术系列教材》。

本套教材充分考虑了高等职业教育的培养目标、教学现状和发展方向,在编写中突出了实用性。本套教材重点讲述目前在信息技术行业实践中不可缺少的、广泛使用的、从业人员必须掌握的实用技术。即便是必要的理论基础,也从实用的角度、结合具体实践加以讲述。大量具体的操作步骤、许多实践应用技巧、接近实际的实训材料保证了本套教材的实用性。

在本套教材编写大纲的制定过程中,广泛收集了高等职业学院的教学计划,调研了多个省市高等职业教育的实际,反复讨论和修改,使得编写大纲能最大限度地符合我国高等职业教育的要求,切合高等职业教育实际。

在选择作者时,我们特意挑选了在高等职业教育一线的优秀骨干教师。他们熟悉高等职业教育的教学实际,并有多年的教学经验;其中许多是“双师型”教师,既是教授、副教授,同时又是高级工程师、认证高级设计师;他们既有坚实的理论知识,很强的实践能力,又有较多的写作经验及较好的文字水平。

目前我国许多行业开始实行劳动准入制度和职业资格制度,为此,本套教材也兼顾了一些证书考试(如计算机等级考试),并提供了一些具有较强针对性的训练题目。

对于本套教材我们将提供教学支持(如提供电子教案等),同时注意收集本套教材的使用情况,不断修改和完善。

本套教材是高等职业学院、高等技术学院、高等专科学院教材。适用于信息技术的相关专业,如计算机应用、计算机网络、信息管理、电子商务、计算机科学技术、会计电算化等。也可供优秀职高学校选作教材。对于那些要提高自己的应用技能或参加一些证书考试的读者,本套教材也不失为一套较好的参考书。

最后,恳请广大读者将本套教材的使用情况及各种意见、建议及时反馈给我们,以便我们在今后的工作中,不断改进和完善。

编者的话

从 20 世纪 90 年代中期开始, 电子商务在世界各国蓬勃发展。21 世纪中国加入 WTO 预示着电子商务在我国必将迅速发展。

电子商务是一门新兴学科。它的特点是信息技术加商务管理, 涉及面极广, 对信息基础设施、法律体系提出了更高的要求。如果没有专业人才, 这一切将无法实现。由于诸多原因, 国际上最通用的语言仍是英语, 而互联网的普及, 更加强了英语作为跨文化交流的地位。为了更好地迎接电子商务的挑战, 要求相关的专业人才必须具备较高的专业英语水平。

在编写过程中, 编者以电子商务与网络技术为背景, 针对高职高专的教学特点, 参考了大量的国内外电子商务类的书籍, 精心组织、合理选材。本书内容分 5 个单元, 共 15 章, 5 篇阅读材料, 内容涉及电子商务基础、电子商务的分类、电子支付系统、电子商务安全技术和电子商务技术应用等多方面。在编排上, 每一个单元围绕一个主题并配有该单元的学习指南, 分 3 章进行阐述, 每章都有详细注释、课后习题和参考译文, 为课堂教学和自学提供了方便。考虑到读者的需要, 本书还系统地收集了电子商务常用词汇和部分的屏幕英语。

为了学习方便, 本书提供了课文的参考译文。需要说明的是, 笔者在翻译时, 考虑到读者学习的需要, 尽量采用直译的方式, 以保持译文与原文结构的一致性。

本书可作为高职高专院校电子商务及相关专业的教材, 也可作为从事电子商务的人员及其他自学者学习用书。

由于时间仓促, 加之作者水平有限, 本书在编写过程中难免出现疏漏, 希望广大读者提出宝贵意见。

编者
2004 年 12 月

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Fundamentals of E-Commerce

本章学习指南

本章将介绍电子商务的理论基础，使读者对电子商务的概貌有大体的了解。电子商务是在 Internet 开放的网络环境下，基于浏览器/服务器应用方式，实现顾客的网上购物、商户之间的网上交易和在线电子支付的一种新型的商业运营模式。

通过本章的学习，读者应掌握并能够用英语表达以下内容：

※电子商务的定义。

※电子商务的相关内容。

※电子商务在 21 世纪的发展。

Lesson One Electronic Commerce (EC) Theory

The term electronic commerce is heard frequently in modern society. It is one of the most common business terms in use on the 21th century. So what exactly is electronic commerce or will it be just another overused and discarded buzzword? This section is intended to clear the ground and examine the definition of electronic commerce and introduce its framework.

1. Definition of Electronic Commerce

One only has to pick up virtually any newspaper or business-related magazine to see a story about some facet of electronic commerce. Businesses are incorporating electronic commerce into strategic plans, business schools are incorporating it into their curriculum, and consulting and software firms are marketing electronic commerce “solutions.” So what exactly is electronic commerce? Different people define this term in different ways or from different perspectives. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet. Kalakota and Whinston define EC from these perspectives:

From a communication perspective, EC is the delivery of information, products/services, or payments over telephone lines, computer networks, or any other electronic means.

From a business process perspective, EC is the application of technology toward the

automation of business transactions and work flows.

From a service perspective, EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

From an online perspective, EC provides the capability of buying and selling products and information on the Internet and other online services.

The term commerce is viewed by some as transactions conducted between business partners. Therefore, the term electronic commerce seems to be fairly narrow to some people. Thus, many use the term E-business. It refers to a broader definition of EC, not only buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization. According to Lou Gerstner, IBM's CEO: "E-business is all about cycle time, speed, globalization, enhanced productivity, reaching new customers and sharing knowledge across institutions for competitive advantage."

Some define electronic commerce as: The use of electronic transmission mediums (telecommunications) to engage in the exchange, including buying and selling, of products and services requiring transportation, either physically or digitally, from location to location.

Electronic commerce involves all size of transaction bases. As one would expect, electronic commerce requires the digital transmission of transaction information. While transactions are conducted via electronic devices, they may be transported using either traditional physical shipping channels, such as a ground delivery service, or digital mechanisms, such as the download of a product from the Internet.

Liqi, a professor and expert in this field, defines EC from the perspective of productive force. He thinks there should be two kinds of definitions. The boarder definition is that electronic commerce is the employment of electronic tools in commercial activities. These electronic tools range from telegram, telephone of early times to NII, GII and INTERNET of modern times. The commercial activities here refer to all lawful activities of demand and consumption except for typical production process. The narrower definition is that electronic commerce is the whole process in which people, who master information technology and business regulations and rules, systematically use electronic tools and efficiently and low-costly engage in all kinds of activities centering on the exchange of commodities and services in a highly technically and economically advanced society. The first definition can be simplified as commercial computerization, the second can be shortened as an electronically commercial system.

2. *E-business*

The term electronic commerce is restricting, however, and does not fully encompass the true nature of the many types of information exchanges occurring via telecommunication devices. The term electronic business also includes the exchange of information not directly related to the actual buying and selling of goods. Increasingly, businesses are using electronic mechanisms to distribute information and provide customer support. These activities are not "commerce" activities, but

“business” activities. Thus, the term electronic business is broader and may eventually replace the term electronic commerce. Although the term electronic commerce is used throughout this book, many of the activities described are more accurately classified as electronic business.

Those readers familiar with traditional electronic data interchange systems (EDI) may be questioning what makes electronic commerce different from the EDI systems that have been in place for the past 20~30 years. EDI is a subset of electronic commerce. A primary difference between the two is that electronic commerce encompasses a broader commerce environment than EDI. Traditional EDI systems allow pre-established trading partners to electronically exchange business data. The vast majority of traditional EDI systems are centered around the purchasing function. These EDI systems are generally costly to implement. The high entry cost precluded many small and mid-sized businesses from engaging in EDI. Electronic commerce allows a marketplace to exist where buyers and sellers can “meet” and transact with one another.

3. The Framework of EC

Many people think EC is just having a Web site, but EC is more than that. There are dozens of applications of EC such as home banking, shopping in online stores and malls, buying stocks, finding a job, conducting an auction, and collaborating electronically on research and development projects. To execute these applications, it is necessary to have supporting information and organization infrastructure and systems. The EC applications are supported by infrastructures, and its implementation is dependent on four major areas: people, policy, technical standards and protocols, and other organizations.

Words and Phrases

- frequently [ˈfri:kwəntli] *adv.* 常常, 频繁地
overuse [ˈəʊvəˈju:z] *vt.* 使用过度
discard [disˈkɑ:d] *vt.* 丢弃, 抛弃
definition [ˌdefɪˈniʃən] *n.* 定义, 解说
framework [ˈfreɪmwɜ:k] *n.* 构架, 框架, 结构
virtually [ˈvɜ:tʃuəli] *adv.* 事实上, 实质上
incorporate [ɪnˈkɔ:pəreɪt] *v.* 体现, 收编, 编入, 放进
strategic [strəˈti:dʒɪk] *adj.* 战略的, 战略上的
curriculum [kəˈrɪkjuləm] *n.* 课程
perspective [pəˈspektɪv] *n.* 视角, 角度
exchange [ɪksˈtʃeɪndʒ] *vt.* 交换, 调换, 交易
communication [kəˌmju:nɪˈkeɪʃn] *n.* 通讯
delivery [dɪˈlɪvəri] *n.* 递送, 交付
means [mi:nz] *n.* 手段, 方法
application [ˌæplɪˈkeɪʃən] *n.* 应用, 运用

automation [ɔ:tə'meɪʃən] *n.* 自动, 自动化
address [ə'dres] *vt.* 从事, 忙于
capability [ˌkeɪpə'bɪlɪtɪ] *n.* (实际) 能力, 性能
refer to 查阅, 提到, 谈到, 打听
collaborate [kə'læbəreɪt] *vi.* 合作
globalization [ˌgləʊbəlaɪzɪʃən] *n.* 全球化, 全球性
competitive [kəm'petɪtɪv] *adj.* 竞争的
transmission [trænz'mɪʃən] *n.* 传送, 传输, 转播
transportation [ˌtræns'pɔ:t'eɪʃən] *n.* 运输, 运送
employment [ɪm'plɔɪmənt] *n.* 雇用, 使用, 利用
consumption [kən'sʌmpʃən] *n.* 消费
systematically [sɪstə'mætɪkəlɪ] *adv.* 系统地, 有系统地
computerization [kəm,pju:təraɪzɪʃən] *n.* 计算机化
restrict [rɪs'trɪkt] *vt.* 限制, 约束, 限定
encompass [ɪn'kʌmpəs] *v.* 包围, 环绕
classify ['klæsɪfaɪ] *vt.* 分类
question ['kwɛstʃən] *v.* 询问, 怀疑
subset ['sʌbset] *n.* 一部分, 子集
preclude [pri'klu:d] *v.* 排除
dozens of 许多的
infrastructure ['ɪnfre'strʌktʃə] *n.* 基础设施
implementation [ˌɪmplɪmən'teɪʃən] *n.* 执行

Notes

1. This section is intended to clear the ground and examine the definition of electronic commerce and introduce its framework.
这里的 clear 作动词, 译为“使清楚, 使清晰”。例如:
clear one's mind about sth. 弄清楚某事
本句译为: 下面这部分内容将要澄清电子商务所涉及的范围, 调查其定义的由来, 并且介绍它的结构框架。
2. ... to see a story about some facet of electronic commerce.
这里的 story 应译为“(新闻) 记事, 报道; 值得报道的人物(或事实)”。例如:
a news story 新闻报道
a feature story 特写
本句译为: ……可以看到有关电子商务在某一方面的报道。
3. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet.

(1) 这里的 *that* 引导的是定语从句, 修饰前面的先行词 *concept*。

(2) *via* 是“through”的意思, 作“通过(手段)”解释。例如:

The contract established via oral negotiation can hardly provide such evidences as human testimony and material evidence.

通过口头谈判而缔结的合同难以提供像证明人和证明材料这样的证明。

Shipping your order can be made via the transshipment at Hong Kong.

可以通过在香港转船来装运你方订货。

本句译为: 电子商务是一个刚出现的概念, 即通过计算机网络, 包括互联网, 来描述买卖过程或产品、服务和信息的交易。

4. EC is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

这里的 *while improving the quality of goods...* 就是 *while EC improves the quality of goods...*。当从句的主语和主句的主语相同时, 从句的主语可省略, 代之以现在分词短语或过去分词短语。例如:

When arriving at home, he found that he forgot his key at school.

他到家时才发现钥匙忘在学校了。

When pressed, a function key causes a particular action in the computer.

当按下功能键时, 可在计算机上产生一个特殊操作。

本句译为: EC 是一种工具, 它能帮助公司、顾客和管理层提出他们的需求以此削减服务费用, 同时能提高商品的质量, 增加服务递送的速度。

5. It refers to a broader definition of EC, not only buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization.

(1) *refer to* 作“谈到, 提到; 涉及, 有关”解释。例如:

He referred to your illness in his letter.

他在信中提及了你的病情。

I'll refer to this point again.

我还会提到这一点的。

(2) *not only...but(also) ...*不但……而且……。例如:

He not only had read the book but (also) remembered what he had read.

他不但读过此书, 而且还记得所读的内容。

(3) *...not only buying and selling but also servicing customers and collaborating with business partners, and conducting electronic transactions within an organization* 是现在分词短语, 其中 *buying, selling, servicing, collaborating, conducting* 都是并列关系。

本句译为: 它指的是 EC 的广义, 不但是指买和卖, 还包括了向顾客提供服务, 与商业伙伴合作, 以及在企业机构内进行电子交易等。

6. While transactions are conducted via electronic devices, they may be transported using either traditional physical shipping channels, such as a ground delivery service, or digital mechanisms, such as the download of a product from the Internet.

这里的 either...or...作“或者……或者……，不论……还是……”解释。例如：

Either you come in person, or you entrust someone with the matter.

你要么自己来，要么就托人来处理这件事。

It is wrong to regard our work either as totally good or as completely bad.

说我们的工作样样都好或者一无是处，都是错的。

本句译为：在处理电子交易时，电子设备可以利用传统的物理运送渠道进行传送，例如陆运递送服务，或者也可以使用数字方式进行传送，例如从互联网上下载一个产品。

7. The narrower definition is that electronic commerce is the whole process in which people, who master information technology and business regulations and rules, systematically use electronic tools and efficiently and low-costly engage in all kinds of activities centering on the exchange of commodities and services in a highly technically and economically advanced society.

这里的 in which people...advanced society. 是定语从句，修饰前面的先行词 process。但在该定语从句中又嵌套了另一个定语从句，那就是 who master information technology and business regulations and rules, 修饰先行词 people。该句中还有一个现在分词短语 centering on the exchange of commodities and services in a highly technically and economically advanced society 作定语，修饰前面的 activities。在翻译过程中要注意语言的整合。

本句译为：电子商务的狭义定义是指那些掌握了信息技术和商业规则的人在高度技术化、经济化的发达社会里，在商品和服务交易的各类行为中系统地、高效地、低成本地使用电子工具的整个过程。

8. Increasingly, businesses are using electronic mechanisms to distribute information and provide customer support.

Increasingly 放在句首作状语，称为状语前置，用来修饰整个句子，可表示说话人对这句话的态度或作为对这句话内容的归纳性评注。类似的用法如：

Clearly, he isn't telling the truth.

显然，他没讲真话。

Luckily, he wasn't at home that day.

幸运的是，那天他不在家。

本句译为：各公司利用电子手段发送信息和提供客户支持的现象日益增加。

9. Traditional EDI systems allow pre-established trading partners to electronically exchange business data.

allow sb. to do sth. 允许某人做某事。例如：

Parents seldom allow their children to touch electricity wires.

家长很少允许孩子去摸电线。

They are allowed to enter the university for studying.

他们被批准入学了。

本句译为：传统 EDI 系统允许先前建立起来的贸易合作伙伴利用电子手段交换商业数据。

10. CEO (chief executive officer) 首席执行官。

11. NII (national information infrastructure) 美国信息高速公路；全美信息基础设施；美国国家信息基础设施。

12. GII(global information infrastructure) 全球信息高速公路; 全球信息基础设施。

小技巧:

Skills of Understanding

找出主题句, 确定中心思想 (一)

文章中的段落是围绕文章主题进行阐述的语义整体。段落通常由一个主题句 (topic sentence) 和若干个辅助句 (supporting sentence) 构成。主题句概括说明段落的中心思想, 而辅助句围绕该段的中心思想进行描述、解释和发挥。寻找主题句是理解段落的关键。主题句多数是位于段落的开头, 这种主题句被称为段首句 (leader)。也有些主题句位于段落结尾 (称为 concluder) 或段中。

1. 主题句位于段首

例 1:

Many people think EC is just having a Web site, but EC is more than that. There are dozens of applications of EC such as home banking, shopping in online stores and malls, buying stocks, finding a job, conducting an auction, and collaborating electronically on research and development projects.

2. 主题句位于段中

例 2:

One only has to pick up virtually any newspaper or business-related magazine to see a story about some facet of electronic commerce. Businesses are incorporating electronic commerce into strategic plans, business schools are incorporating it into their curriculum, and consulting and software firms are marketing electronic commerce "solutions." *So what exactly is electronic commerce?* Different people define this term in different ways or from different perspectives. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services, and information via computer networks including the Internet.

3. 主题句位于段尾

例 3:

Today the T-shirt can be seen everywhere and on everyone. Women and little children wear T-shirts as do teenagers, university students, and men from all walks of life. T-shirts are worn on playground, at the beach or in town. They can also be worn for work. Yet T-shirts remain relatively inexpensive and longwearing, as well as easy to care for. *Smart but comfortable and convenient to wear, they have become one of America's newest ideas on fashion.*

4. 主题句隐含在段落内容之中

有的段落并没有主题句, 但整个段落由一个统一的思想所统辖。我们可以通过理解段中所有句子的同一指向来归纳出这个隐含的主题句。

例 4:

Advertisements give recent information about products. If there were no advertising, people could not know about goods in shops. Advertising helps to make a bigger market. Therefore as more goods are sold, they are cheaper. Advertisements also offer money for newspaper, magazines, radios and TV stations.

这一段文章就没有一个明确的主题句,但所有的句子都具体说明广告的作用。所以我们可以归纳本段隐含的主题句是: Advertising is useful.

Skills of Translation

根据上下文/逻辑关系确定词义

英语中的同一个词、同一词类,在不同场合往往会有不同的含义,必须根据上下文的联系以及逻辑关系或句型来判断和确定某个词在特定场合下的词义。例如 *work* 这一动词在不同上下文就有着不同的意义。

The computer is not working. 计算机坏了。

Your idea won't work in practice. 你的想法实际上行不通。

练习: 将下列句子译成汉语,注意句中斜体部分的译法

1. Every life has its *roses and thorns*.
2. He overcame his bad habits by sheer *force* of will.
3. We should draw a *lesson* here: don't be misled by false appearances.

Exercises

I. Review the questions

1. What do businesses, business schools and consulting and software firms do with electronic commerce?
2. How do Kalakota and Whinston define EC?
3. What does electronic business mean, according to Lou Gerstner, IBM's CEO?
4. How does Liqi define EC from the perspective of productive force?
5. According to the text, say something about EC and E-business and their differences.
6. What is EDI?
7. How many applications of EC do you know? What are they?

II. Translate the following passage into Chinese

1. Internet E-Commerce is a technology that can facilitate new entrants to existing markets without the need to match the IT and infrastructure investment of the existing player. Recent

developments in Internet E-Commerce have facilitated the entry of new players into a number of market segments.

2. Substitution is a threat to existing players where a new product becomes available that supplies the same function as the existing product or service.

III. Translate the following sentences into English

1. 有些人认为电子商务只不过是又一个被滥用而后被丢弃的时髦词。
2. 电子商务这个词有些局限，不能充分体现许多通过远程通信设施所进行的信息交流的性质。
3. 更多的非企业机构，比如学术机构、非盈利组织、宗教组织、社会组织和政府机构采用种种电子商务形式降低成本或改善运作。
4. 电子事务比电子商务更宽泛，它包含通过电子手段进行的所有信息的交流活动。

IV. Reading Comprehension

Projecting the Economic Impact of the Internet

In just a few years, the Internet has had a visible impact on the daily lives of many Americans—at work, at home, and how they communicate with one another. But a key policy question for the future is: How will the Internet affect the performance of the economy and the standard of living of average American? In particular, is the Internet just a different way to communicate (an alternative to phone, fax, or mail) and thus not likely to have a fundamental impact on the functioning of the economy, as some skeptics have claimed? Or will it be a significant factor in sustaining the remarkable increase in productivity recorded since the mid-1990's, as many executives and venture capitalists in the industry, and some economists, seem to believe?

The answer to these questions cannot be resolved any time soon with standard econometric techniques because E-Commerce is too recent a phenomenon (and still too small in relation to standard economic activity) to be modeled in any defensible way. A different approach, therefore, seems called for, one that attempts to extrapolate judgmental estimates of the likely impact of the Internet at the industry level based on estimates by individual firms and analysts, suitably adjusted where appropriate, and then adds up the results to see what they imply for the overall economy.

That is the approach we have pursued over the past year with a team of researchers, primarily but not exclusively from some of the nation's leading business schools. Our research team focused on eight sectors, which collectively account for about 70 percent of the nation's GDP on a value-added basis: automobile manufacturing and sales, non-auto manufacturing, higher education and private-sector training, financial services, government, health care.

Our findings are necessarily speculative but, we believe, not unduly so. Indeed, some of those in the high-tech community with whom we have discussed our results believe we may be too conservative, especially given the relative infancy of the Internet, its growing penetration rate, and steadily increasing speed of access. Our quantifiable estimates refer only to projected cost savings