



高等职业教育“十三五”规划教材

电子商务英语教程

李莹莹 杨雯娟◎主编



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前言

PREFACE

电子商务是互联网时代的产物,随着互联网的高速发展,电子商务已经不是一个单纯的商业概念,而是一个以互联网为支撑的集信息流、商流、资金流、物流为一体的整个贸易过程。它不仅会改变企业本身的生产、经营、管理活动,而且将影响到整个社会的经济运行与结构。随着 Internet 的快速发展,中国的网民数量每年都以惊人的速度在增长,易观智库的数据显示,2015 年中国移动互联网用户数达到 7.9 亿人,较 2014 年增长了 8.4%。预计到 2018 年,中国移动互联网用户数将达到 8.9 亿人。电子商务在中国的迅猛发展,以及第三方支付平台安全性的不断提高,促使网络购物快速发展,进而使得网络购物成为当今社会的一种时尚,而且网络购物也正从 PC 端不断向移动端渗透。预计未来几年中国移动购物的发展将继续保持高速增长态势。

当前,电商的迅猛发展对电商人才综合素质提出了更高的要求,以往懂得一些基础的商务和计算机知识,能开网店,能在网上完成销售即可达到人才培养的要求。但是,随着技术的不断更新换代,电子商务有了更多新的发展方向,例如农业电子商务、移动电子商务、跨境电子商务等。这些新的方向融合了技术的更新,所以需要学生紧跟时代的步伐,不断地进行知识的更新。毫无疑问,掌握电子商务英语对电子商务技术的更新和商务模式的发展有极大的促进作用。

本书的编写以“简洁、实用、实际”为原则,依据高职院校电商专业学生的学习特点,在内容编排上紧跟时代发展的步伐,选取最新、最权威的英文原始数据资料,强化学生的英文阅读能力。同时,在单元内容中增加了与主题篇章相关的阅读材料进行辅助,课后的练习部分安排了多样化的题型,依据原文但又不拘泥于原文,达到让学生举一反三的效果。本书既可作为高职院校电子商务及相关专业的教学教材,也可作为对电子商务行业感兴趣的同学自学的拓展教材。

编者长期从事高职院校行业英语教学,教学经验丰富。本教材也是湖北省职业技术教育学会科学研究课题——“基于互联网多平台互动的行业英语教学一体化设计的研究与探索”(课题编号 ZJGB201529)的研究成果之一。

本书由李莹莹、杨雯娟担任主编，王红丽担任副主编。第1章、第2章、第5章由武汉商贸职业学院的杨雯娟编写；第3章、第4章由武汉商贸职业学院的李莹莹编写；第6章、第7章、第8章由武汉商贸职业学院的王红丽编写。李莹莹负责本书的总体设计以及统稿工作。

由于编者水平有限，书中难免有瑕疵之处，敬请广大读者批评指正。

编者
2016年3月

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Part 1 Need to Know

Everything's so Near and Smart

1 Near—a location-based O2O (online-to-offline) platform—links consumers and nearby stores or merchants to create a “smart” business circle.

2 Where to have lunch? Which barbershop is the best? Where's the nearest garage? Near promises to come up with the answers. Merchants and consumers can communicate freely via instant messages on the platform—some can even send out special information to allow both shop owners and consumers to save time and money.

3 Hong Kong-born Tim Lee founded Qfpay—an e-payment startup—which eventually launched Near and put it to the test in Wangjing, a major residential and technological area of Beijing's Chaoyang district.

4 Lee says when consumers want to seek out a cafe that can hold 10 people, stores in the area would scramble for the business as soon as they get the signal through the platform. “What consumers care about most is whether there are any new shops in the area and what discounts are on offer.”

5 According to Lee, Near connects people with similar purchase experience, consumption capacity, interests and tastes. It's designed to help subscribers make quick, better and wise decisions.

6 The app serves a community where office buildings galore, and stores and consumers are effectively linked by social networking and time-limited sales.

7 “We aim to realize that social networking is trading, which is a new concept. Through this platform, consumers, especially office workers, can interact more with shop owners, discuss and chat with each other. They can also get to know other nearby stores where they can eat, play and shop. It's not ‘ice cold’ trading, but with warmth,” says Lee.

8 Moreover, stores could provide special offers during non-peak periods. For instance,

bakeries could launch flash sales after peak sales each day at about 5 pm, while beauty nail shops could do this between 2 and 3 pm, which is the day's off-peak period, explains Lee.

9 Lee, 32, graduated from the University of Hong Kong with a bachelor's degree in information engineering. His first job was with Hang Seng Bank processing loans for small-and medium-sized enterprises before hopping to IBM Hong Kong. In 2009, he placed his bet on Beijing in pursuing his entrepreneurial dream.

10 Inspired by the success story of Square Inc—a financial services and mobile-payment company based in San Francisco—Lee set up Qipay in 2011 to provide mobile-payment solutions for businessmen. A year later, he launched his flagship product QPOS—the first smart POS (point of sale system) with an external PIN-pad.

11 Shops joining the network are users of QPOS, the number of which has reached 500,000 so far. Merchants releasing information on the platform are just like tweeting or sharing their moments on WeChat—a popular instant messaging app and social network platform on the mainland.

12 “Being different from some popular restaurant review websites like dianping.com and meituan.com, Near is restricted to only certain business circles, while topics on food and other leisure activities are posted by consumers or stores spontaneously. On this platform, shop owners can also chat freely with customers about any topic they like.”

13 Near has cooperated with Focus Media Holding, which operates the largest out-of-home advertising network in China with some 15 million clients, as well as e-commerce giant Tencent Holdings' online payment service WeChat Payment.

14 The app is now being piloted in Wangjing, with about 30 to 50 stores near Wangjing SOHO participating. “In the next six months, more than 100 business circles will be tried out, and 100 million consumers across the nation will be covered in the next year or so,” Lee says.

15 Near user Tu Yafang told China Daily: “If I plan to play badminton after work at a badminton court near my office, I would ask where I could play badminton near my office on the platform. It really saves me a lot of time. . . Such a privilege is the most valuable privilege.”

16 Jiang Yongfei of Chongqing, who opened a restaurant selling rice noodles in Wangjing, joined the platform recently.

17 “We mainly provide special offers during off-peak periods. We just send out information on the platform, for instance, providing cheaper lunch at 1 pm, when customer flow is low, so more customers are attracted to our stores during non-peak hours,” said Jiang, adding that consumers would only pay 15 yuan for lunch during non-peak hours instead of 36 yuan during the rush hour.

18 Xiong Fei, vice-president of Matrix Partners—a US-based private-equity investment firm and an investor in Qipay—told China Daily that this app has two key elements—timeliness and communicability.

19 “Every day when you open the app, you’ll see new information and then reply, giving you a fresh feeling.”

20 However, there are challenges for Near. “How to activate each business circle, how to make merchants and consumer interact well for a long period of time. We need to stimulate merchants’ initiatives step by step and make both merchants and consumers happy,” Xiong added.

I. Glossary

location-based *adj.* 基于位置的

O2O = online-to-offline 线上到线下

platform *n.* 平台; 台; 站台

link *vt. /vi.* 连接; 勾住; 联系在一起

consumer *n.* 消费者

merchant *n.* 商人

create *vt.* 创造

smart *adj.* 聪明的; 智能的

barbershop *n.* 理发店

garage *n.* 车库; 汽车修理站

promise to 承诺

come up with 提出

communicate *v.* 交流; 沟通

via *prep.* 经过; 通过, 凭借; 取道

instant messages 即时消息

send out 发送; 发出; 长出; 散布

Qfpay 钱方 (国内技术领先的移动支付公司)

e-payment 电子支付

startup *n.* 启动; 新兴公司 (尤指新兴网络公司); 新开张的企业

eventually *adv.* 最终

launch *v.* 发射; 发动; 开展

Wangjing 望京 (北京市朝阳区下辖社区)

residential *adj.* 居民的; 居住的

Beijing’s Chaoyang district 北京市朝阳区

seek out 找出; 物色; 找到

cafe *n.* 咖啡馆; 小餐厅

scramble for 争夺; 勉强拼凑

signal *n.* 信号, 暗号; 预兆, 征象; 动机; 导火线

discount *n.* 折扣

similar *adj.* 类似的

purchase experience 购买经历

consumption capacity 消费能力

design *v.* 设计

subscriber *n.* 用户, 订户

app *n.* 应用程序

galore *adv.* 很多; 大量地, 丰富地 *n.* 丰富, 充足 *adj.* 丰富的

social networking 社交网络

time-limited sales 限时特卖

aim to 计划, 打算; 目标在于……

interact *v.* 相互作用; 互相影响; 互动

non-peak periods 非高峰时段

bakery *n.* 面包房

flash sales 限时抢购

peak sales 销售高峰

beauty nail shops 美甲店

off-peak period 非高峰时段

bachelor's degree 学士学位

information engineering 信息工程

Hang Seng Bank 恒生银行

small and medium-sized enterprises 中小企业

hop to 跳到; 跳槽到

bet *n.* 打赌, 赌博, 赌注

pursue *v.* 追求

entrepreneurial *adj.* 创业的, 具有企业精神的; 企业性质的

inspire *vt.* 鼓舞; 激励; 赋予灵感; 启迪

Square Inc Square 公司

financial services 金融服务

mobile-payment 移动支付

San Francisco 旧金山

flagship product 旗舰产品; 龙头产品

QPOS QPOS 是北京钱方银通科技有限公司开发的一款音频外接读卡器, 是创新的移动收付款伴侣, 连接智能手机或平板电脑后即可成为移动 POS 机, 可接受银联信用卡、借记卡付款

smart POS 智能 POS

external *adj.* 外在的; 外面的

PIN-pad 密码输入器

release *v.* 释放; 放开; 发布; 发行

tweet *v.* 推文

WeChat 微信

dianping.com	大众点评网
meituan.com	美团网
be restricted to	受限于; 受制于
post <i>v.</i>	张贴
Focus Media Holding	分众传媒
out-of-home advertising network	户外广告网络
client <i>n.</i>	客户
giant <i>n.</i>	巨人
Tencent	腾讯公司
WeChat Payment	微信支付
pilot <i>v.</i>	试验; 试点
SOHO	Small Office and Home Office 小型办公室或家庭式办公室
try out	试验
or so	大约; 左右
badminton <i>n.</i>	羽毛球
badminton court	羽毛球场
privilege <i>n.</i>	特权
rice noodles	米粉
customer flow	客流量
be attracted to	被吸引
non-peak hours	非高峰时间
vice-president	副主席
Matrix Partners	美国经纬创投公司
private-equity	私募股权
investment firm	投资公司
investor <i>n.</i>	投资人
element <i>n.</i>	元素
timeliness <i>n.</i>	及时性
activate <i>v.</i>	使活动, 起动, 触发; 使开始作用
stimulate <i>v.</i>	刺激; 激励
initiative <i>n.</i>	主动性; 主动精神; 倡议; 主动权
step by step	逐步地

II. Learning Guide

Near—a location-based O2O (online-to-offline) platform—links consumers and nearby stores or merchants to create a “smart” business circle.(P1)

基于位置的线上到线下平台 Near 将消费者和附近的商店或商家联系在一起, 营造一个“智能”商圈。

Hong Kong-born Tim Lee founded Qipay—an e-payment startup—which eventually launched Near and put it to the test in Wangjing, a major residential and technological area of Beijing's Chaoyang district.(P3)

香港出生的蒂姆·李创立了创方公司——新兴的电子支付公司，创方公司最终发布了 Near 并选择在北京朝阳区人口和技术最密集的望京地区试运行。

Lee says when consumers want to seek out a cafe that can hold 10 people, stores in the area would scramble for the business as soon as they get the signal through the platform.(P4)

李说，当消费者们想物色一家可以容纳 10 人的咖啡馆时，该地区的商家们通过平台一收到信号就会去抢这单生意。

What consumers care about most is whether there are any new shops in the area and what discounts are on offer.(P4)

消费者们最关心的是该地区有没有新商店，有什么折扣。

The app serves a community where office buildings galore, and stores and consumers are effectively linked by social networking and time-limited sales.(P6)

这个应用程序服务办公楼云集的社区，商家和消费者通过社交网络和限时促销被有效地联系在一起。

For instance, bakeries could launch flash sales after peak sales each day at about 5 pm, while beauty nail shops could do this between 2 and 3 pm, which is the day's off-peak period, explains Lee.(P8)

李解释说，例如，面包房会在每天下午 5 点以后推出限时抢购，美甲店可以在下午 2 点到 3 点推出限时抢购，这些都是非高峰时段。

Inspired by the success story of Square Inc—a financial services and mobile-payment company based in San Francisco—Lee set up Qipay in 2011 to provide mobile-payment solutions for businessmen.(P10)

受到 Square 公司成功的鼓舞（Square 公司是一家位于旧金山致力于财政服务和移动支付的公司），李于 2011 年创办了致力于为商家提供移动支付解决方案的钱方公司。

A year later, he launched his flagship product QPOS—the first smart POS (point of sale system) with an external PIN-pad.(P10)

一年以后，他发布了他的旗舰产品 QPOS——第一台带有外置密码输入器的智能销售网络终端。