

南 职业英语
开 系列教材

司爱侠 张强华 吕淑文 张千帆 编著

电子商务英语

实用教程

DIANZI SHANGWU YINGYU SHIYONG JIAOCHENG



南开大学出版社

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南开职业英语系列教材

丛书前言

随着我国改革开放的发展和国际经济一体化进程的加快,英语学习越来越受到重视。学习英语的根本目的在于培养英语的运用能力,尤其是在各行各业实际工作中的应用能力,仅仅通过一些考试,拿到若干证书是远远不够的。近几年的就业市场对英语的要求也发生了转变,从重视公共英语能力转向重视行业英语能力,许多招聘机构都在面试环节增加了对行业英语的测试。一些职业资格证书考试也包括了行业英语能力测试。因此,高校也普遍开设相应的专业英语课程,以培养学生的职场竞争力。社会上各种行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“南开职业英语系列教材”。

本丛书遵循以下原则:其一,拟真。我们在编写时充分考虑当前职场的实际状况,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书中的一个单元;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。许多材料非常新颖,其出现可能才几个月,而不像其他同类书取材自数年前;其三,综合服务。我们认为,教材不仅仅是一本书,而是一个服务项目。因此,我们会为教师提供教学大纲、电子教案及参考试卷。也向其他读者提供答疑解惑;其四,动态维护。我们会根据行业情况的发展,不定期地修订教材。

本丛书的主编已经有十七年的专业英语教材编写经验,多部教材入选国家“十五”及“十一五”规划教材,并成为全国畅销书。本丛书的编者都有编写教材的经验,都在教学一线,有从事行业工作的实际经历。

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,切望各位读者不吝赐教。

司爱侠

2007.10.5

前 言

电子商务是新经济时代的代表,引领了知识经济的潮流。它具有广泛的业务范围、低廉的交易成本,突破时间与空间的限制,使得商务进入到一个崭新的时代。当今,电子商务行业迅猛发展,电子商务人才需求旺盛。由于电子商务发展速度极快,需要从业人员掌握许多新技术、新方法,因此对专业英语要求较高。具备相关职业技能并精通外语的人员往往处于竞争的优势地位,成为行业中的佼佼者,成为职场中不可或缺的核心人才。本书就是面向职场而编写的电子商务英语教材。

本书结合各种典型的工作环境,根据工作实际的要求,做了切合实际的精心加工。主要内容包括:电子商务基础、B2B 指南、企业对个人电子商务、建立虚拟商店、数字钱包、密码术、数字证书、安全电子交易、电子支付以及电子商务的未来等。

本书以 Unit 为单位,每一 Unit 由以下几部分组成:课文——选材广泛、风格多样、切合实际;单词——给出课文中出现的新词,读者由此可以积累专业基础词汇;常用词组——给出本单元所涉及的常用词组;缩略语——给出课文中出现的、业内人士必须掌握的缩略语;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;习题——针对课文的练习,巩固学习效果;阅读材料——提供最新的行业资料,进一步扩大读者的视野;真题再现——精选历年高等教育自学考试电子商务英语试题,并提供参考答案;习题答案——供读者对照检查。

在使用本书过程中,有任何问题,都可以通过电子邮件与我们交流。我们一定会给予答复。如果读者没有收到我们的回复,请再次联系。邮件标题请注明姓名及“电子商务英语实用教程(南开大学版)”字样,否则会被当作垃圾邮件删除。读者也可以通过出版社与我们联系。

望大家不吝赐教,我们的 Email 地址如下:

zqh3882355@163.com; cici12323@tom.com

本书既可作为高等院校电子商务类专业英语教材,也可供相应的培训班使用。从业人员使用本书自我充电,亦颇得当。

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Text A

E-commerce

1. The Lure of E-commerce

The following list summarizes what might be called the “lure of e-commerce”:

- Lower transaction costs—if an e-commerce site is implemented well, the Web can significantly lower both order-taking costs up front and customer service costs after the sale by automating processes.

- Larger purchases per transaction—Amazon offers a feature that no normal store offers. When you read the description of a book, you also can see “what other people who ordered this book also purchased.” That is, you can see the related books that people are actually buying. Because of features like these it is common for people to buy more books than they might buy at a normal bookstore.

- Integration into the business cycle—a Web site that is well-integrated into the business cycle can offer customers more information than previously available. For example, if Dell tracks each computer through the manufacturing and shipping process, customers can see exactly where their order is at any time. This is what FedEx did when they introduced on-line package tracking—FedEx made far more information available to the customer.

- People can shop in different ways—traditional mail order companies introduced the concept of shopping from home in your pajamas, and e-commerce offers this same luxury. New features that Web sites offer include:

- the ability to build an order over several days;
- the ability to configure products and see actual prices;
- the ability to easily build complicated customer orders;
- the ability to compare prices between multiple vendors easily;
- the ability to search large catalogs easily.

- Larger catalogs—a company can build a catalog on the Web that would never fit in an ordinary mailbox. For example, Amazon sells millions of books. Imagine trying to fit all of the information available in Amazon’s database into a paper catalog!

- Improved customer interactions—with automated tools it is possible to interact with a customer in richer ways at virtually no cost. For example, the customer might get an email when the order is confirmed, when the order is shipped and after the order arrives. A happy customer is more likely to purchase something else from the company.

It is these sorts of advantages that create the buzz that surrounds e-commerce right now.

There is one final point for e-commerce that needs to be made. E-commerce allows people to create completely new business models. In a mail order company there is a high cost to printing and mailing catalogs that often end up in the trash. There is also a high cost in staffing the order-taking department that answers the phone. In e-commerce both the catalog distribution cost and the order taking cost fall toward zero. That means that it may be possible to offer products at a lower price, or to offer products that could not be offered before because of the change in cost dynamics.

However, it is important to point out that the impact of e-commerce only goes so far. Mail order sales channels offer many of these same advantages, but that does not stop your town from having a mall. The mall has social and entertainment aspects that attract people, and at the mall you can touch the product and take delivery instantly. E-commerce cannot offer any of these features. The mall is not going to go away anytime soon.

2. Easy and Hard Aspects of E-commerce

The things that are hard about e-commerce include:

- Getting traffic to come to your Web site.
- Getting traffic to return to your Web site a second time.
- Differentiating yourself from the competition.
- Getting people to buy something from your Web site. Having people look at your site is one thing. Getting them to actually type in their credit card numbers is another.
- Integrating an e-commerce Web site with existing business data (if applicable).

There are so many Web sites, and it is so easy to create a new e-commerce Web site, that getting people to look at yours is the biggest problem.

The things that are easy about e-commerce, especially for small businesses and individuals, include:

- Creating the Web site.
- Taking the orders.
- Accepting payment.

There are innumerable companies that will help you build and put up your electronic store. We'll discuss some options in the next section.

3. Building an E-commerce Site

The things you need to keep in mind when thinking about building an e-commerce site include:

• Suppliers—this is no different from the concern that any normal store or mail order company has. Without good suppliers you cannot offer good products.

• Your price point—a big part of e-commerce is the fact that price comparisons are extremely easy for the consumer. Your price point is important in a transparent market.

• Customer relations—e-commerce offers a variety of different ways to relate to your customer. E-mail, FAQs, knowledge bases, forums, chat rooms ... Integrating these features into your e-commerce offering helps you differentiate yourself from the competition.

• The back end: fulfillment, returns, customer service—these processes make or break any retail establishment. They define, in a big way, your relationship with your customer.

When you think about e-commerce, you may also want to consider these other desirable capabilities:

- Gift-sending.
- Affiliate programs.
- Special discounts.
- Repeat buyer programs.
- Seasonal or periodic sales.

The reason why you want to keep these things in mind is because they are all difficult unless your e-commerce software supports them. If the software does support them, they are trivial.

New Words

e-commerce	[i:'kɒmə:s]	n. 电子商务
transaction	[træn'zækʃən]	n. 交易, 办理, 处理; 会报, 学报
cost	[kɒst]	n. 成本, 价钱, 代价 vt. 价值为 vi. 花费
site	[saɪt]	n. 网站, 地点, 场所
implement	['ɪmplɪmənt]	vt. 贯彻, 实现, 执行 n. 工具, 器具
web	[web]	n. 网, [W-]环球网
significantly	[sig'nɪfɪkəntli]	adv. 意味深长地, 值得注目地
customer	['kʌstəmə]	n. 顾客, 主顾, 消费者
automat	['ɔ:təʊmət]	n. 自动售货机
process	['prɒses]	n. 过程, 作用, 方法, 程序, 步骤 vt. 加工, 处理
purchase	['pɜ:tʃəs]	vt. 买, 购买 n. 买, 购买

feature	[ˈfi:tʃə]	<i>n.</i> 特征, 特色
integration	[.inti'greɪʃən]	<i>n.</i> 综合, 整合
available	[ə'veɪləbl]	<i>adj.</i> 可用到的, 可利用的, 有用的
ship	[ʃɪp]	<i>v.</i> 载运
package	[ˈpækɪdʒ]	<i>n.</i> 包裹, 包
track	[træk]	<i>n.</i> 轨迹, 跟踪 <i>vt.</i> 追踪
luxury	[ˈlʌkʃəri]	<i>n.</i> 奢侈, 华贵
configure	[kən'fɪɡə]	<i>vi.</i> 配置, 设定, 安装, 装配
complicate	[ˈkɒmplɪkeɪt]	<i>v.</i> (使)变复杂
search	[sə:tʃ]	<i>n.</i> 搜寻, 查究 <i>v.</i> 搜索, 搜寻, 探求, 调查
catalog	[ˈkætəlɒɡ]	<i>n.</i> 目录, 商品目录, (商品)价目表
mailbox	[ˈmeɪlbɒks]	<i>n.</i> 邮箱
database	[ˈdeɪtəbeɪs]	<i>n.</i> 数据库, 资料库
improve	[ɪm'pru:v]	<i>v.</i> 改善, 改进
interaction	[ɪntər'æksjən]	<i>n.</i> 交互, 互相作用, 互相影响
email	[i:'meɪl]	<i>n.</i> 电子邮件, 电子信函
confirm	[kən'fə:m]	<i>vt.</i> 确定, 批准
advantage	[əd'vɑ:ntɪdʒ]	<i>n.</i> 优势, 有利条件, 利益
buzz	[bʌz]	<i>n.</i> 嗡嗡声 <i>v.</i> 作嗡嗡声, 嗡嗡作响
surround	[sə'raʊnd]	<i>vt.</i> 环绕, 围绕, 包围, 环境
distribution	[.dɪstri'bju:ʃən]	<i>n.</i> 分配, 分发, 配给物
dynamics	[daɪ'næmɪks]	<i>n.</i> 动力
channel	[ˈtʃænl]	<i>n.</i> 通道, 渠道 <i>vt.</i> 开辟(道路、途径), 引导
aspect	[ˈæspekt]	<i>n.</i> 方面; 样子, 外表, 面貌
attract	[ə'trækt]	<i>vt.</i> 吸引 <i>vi.</i> 有吸引力, 引起注意
traffic	[ˈtræfɪk]	<i>vi.</i> 交易, 买卖
applicable	[ˈæplɪkəbl]	<i>adj.</i> 可适用的, 可应用的
payment	[ˈpeɪmənt]	<i>n.</i> 付款, 支付
supplier	[sə'plaɪə]	<i>n.</i> 供应者, 厂商, 供给者
price	[praɪs]	<i>n.</i> 价格, 价钱, 代价 <i>vt.</i> 给……定价, 问……的价格, 标明价格
transparent	[træns'pæərənt]	<i>adj.</i> 透明的, 显然的, 明晰的
market	[ˈmɑ:kɪt]	<i>n.</i> 市场, 销路, 行情 <i>v.</i> 在市场上交易

relation	[ri'leiʃən]	<i>n.</i> 关系, 联系
forum	['fɔ:rəm]	<i>n.</i> 论坛
fulfillment	[ful'fɪlmənt]	<i>n.</i> 履行, 实行
retail	['ri:teɪl]	<i>n.</i> 零售 <i>adj.</i> 零售的 <i>v.</i> 零售
retailer	[ri:'teɪlə]	<i>n.</i> 零售商
wholesaler	['həulseɪlə]	<i>n.</i> 批发商
establishment	[ɪs'tæblɪʃmənt]	<i>n.</i> 公司; 确立, 制定; 设施
define	[dɪ'faɪn]	<i>vt.</i> 定义, 详细说明
consider	[kən'sɪdə]	<i>vt.</i> 考虑, 照顾, 认为
desirable	[dɪ'zaɪərəbəl]	<i>adj.</i> 值得做的, 值得想望的
capability	['keɪpə'bɪləti]	<i>n.</i> (实际)能力, 性能, 容量, 接受力
affiliate	[ə'fɪliət]	<i>v.</i> (使)加入, 接受为会员
discount	['dɪskaʊnt]	<i>n.</i> 折扣
seasonal	['si:zənəl]	<i>adj.</i> 季节的
periodic	[piəri'ɒdɪk]	<i>adj.</i> 周期的, 定期的
trivial	['trɪviəl]	<i>adj.</i> 普通的, 平凡的, 价值不高的, 微不足道的

Phrases

up front	在前面, 预先
business model	商业模式
end up	结束
point out	指出
look at	看, 考虑, 着眼于
credit card	信用卡, 签账卡
put up	提供, 建造
keep in mind	紧记
price comparison	价格比较
relate to	联系, 涉及
chat room	聊天室
back end	后端
in a big way	强调地, 彻底地, 大规模地

Abbreviations

FAQ (Frequently Asked Question)

常见问题解答

Notes

[1] Because of features like these it is common for people to buy more books than they might buy at a normal bookstore.

本句中, these 指前面提到的 When you read the description of a book, you also can see “what other people who ordered this book also purchased.” That is, you can see the related books that people are actually buying. it 是形式主语, 真正的主语是动词不定式短语(for people) to buy more books, than they might buy at a normal bookstore 是一个比较状语从句。

[2] It is these sorts of advantages that create the buzz that surrounds e-commerce right now.

本句中, that surrounds e-commerce right now 是一个定语从句, 修饰和限定 the buzz。It is/was ... that 是一个强调句型, 用来强调句子的主语、宾语或状语。本句中强调的是主语 these sorts of advantages, create 是谓语, the buzz 是宾语。

英语中, 强调句子的主语、宾语或状语时用 It is/was ... that 句型, 强调谓语时用助动词 do/did。请看下例:

It was Mike that helped me work out this problem.

是迈克帮我解决了这个问题。

It is light and heat that the sun gives us.

太阳供给我们的是光和热。

It was in 1991 that he bought his first computer.

他买第一台计算机是在 1991 年。

It was in Shanghai that I first met Jim.

我第一次遇见吉姆是在上海。

I did write you a letter, but forgot to post it.

我的确给你写了一封信, 但忘了寄了。

[3] In a mail order company there is a high cost to printing and mailing catalogs that often end up in the trash.

本句中, that often end up in the trash 是一个定语从句, 修饰和限定 catalogs。end up in 的意思是“造成……结果”。请看下例:

All their plans ended up in failure.

他们一切计划都以失败告终。

[4] That means that it may be possible to offer products at a lower price, or to offer products that could not be offered before because of the change in cost dynamics.

本句中, that it may be possible to offer products at a lower price, or to offer products that

could not be offered before because of the change in cost dynamics 是一个宾语从句。在该宾语从句中, it 是形式主语, 真正的主语是由 or 连接的两个动词不定式短语 to offer products at a lower price 和 to offer products, that could not be offered before because of the change in cost dynamics 是一个定语从句, 修饰和限定它前面的 products。在该从句中 because of the change in cost dynamics 作原因状语, 修饰谓语 could not be offered。

[5] The things you need to keep in mind when thinking about building an e-commerce site include:

本句中, you need to keep in mind when thinking about building an e-commerce site 是一个定语从句, 修饰和限定主语 The things。在该从句中 when thinking about building an e-commerce site 作状语。keep in mind 的意思是“牢记”, “谨记”。请看下例:

You should always keep in mind that you are a Chinese.

你应该时刻牢记自己是中国人。

[6] Your price point—a big part of e-commerce is the fact that price comparisons are extremely easy for the consumer.

本句中, that price comparisons are extremely easy for the consumer 是一个同位语从句, 作 the fact 的同位语, 对其作补充说明。

英语中, 同位语经常用来对一个词或词组的内容加以说明, 通常放在与之同位的词或词组之后。请看下例:

Our teacher, Mr. Smith, is from the United States.

我们老师, 史密斯先生, 来自美国。

Word came that he had left for Beijing.

有消息说他已经去北京了。

Exercises

【Ex1.】 根据课文内容, 回答以下问题。

- 1) Please list the “lure of e-commerce.”
- 2) What can the Web do if an e-commerce site is implemented well?
- 3) What can a Web site that is well-integrated into the business cycle offer? Give an example.
- 4) What are the new features that Web sites offer?
- 5) Is the mall going to go away anytime soon? Why?
- 6) What do the things that are hard about e-commerce include?
- 7) What are the things that are easy about e-commerce, especially for small businesses and individuals?
- 8) List the things you need to keep in mind when thinking about building an e-commerce site.
- 9) When you think about e-commerce, what may you also want to consider?
- 10) What is the reason why you want to keep these things in mind?

【Ex2.】 根据给出的汉语词义和规定的词类写出相应的英语单词。每词的首字母已给出。

<i>n.</i> 电子商务	e
<i>n.</i> 顾客, 主顾, 消费者	c
<i>n.</i> 零售商	r
<i>n.</i> 批发商	w
<i>n.</i> 供应者, 厂商, 供给者	s
<i>v.</i> 改善, 改进	i
<i>n.</i> 目录, 商品目录, (商品)价目表	c
<i>v.</i> 载运	s
<i>n.</i> 电子邮件, 电子信函	e
<i>n.</i> 付款, 支付	p
<i>n.</i> 成本, 价钱, 代价	c
<i>v.</i> 搜索, 搜寻, 探求, 调查	s
<i>vt.</i> 贯彻, 实现, 执行	i
<i>vi.</i> 配置, 设定	c
<i>adj.</i> 可用到的, 可利用的, 有用的	a

【Ex3.】 把下列句子翻译为中文。

- 1) All transactions, from banking to shopping, will be performed electronically.
- 2) The cost of the house was too high for me.
- 3) A life of toil is generally the price of fame and success.
- 4) Chinese commodities available for export are varied.
- 5) He spent his life searching after truth.
- 6) Can you catalogue the VCD sets you sell and send me a copy?
- 7) He buys wholesale and sells retail.
- 8) The product will find a good market in Brazil.
- 9) She was attracted by the novel advertisement.
- 10) Payment may be made in any of the following ways, by cash, by cheque, or by credit card.

Text B

Commerce

1. Commerce

Before we get into a complete discussion of e-commerce, it is helpful to have a good mental image of plain old commerce first. If you understand commerce, then e-commerce is an easy