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21世纪**电子商务**专业核心课程系列教材
全国高等院校电子商务联编教材



主编 姚国章

参编 陈 菲 韩玲华 赵 婷

新编电子商务英语

(2nd Edition)

New E-Business English

(第2版)



北京大学出版社
PEKING UNIVERSITY PRESS

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内 容 简 介

本书是《新编电子商务英语》的第2版,全书结合电子商务专业教学的实际需要,从国际权威机构、知名媒体和专业网站等途径选取32篇较有代表性的电子商务专业课文,这些课文具有较强的实用性、新颖性和前瞻性,比较适合学习和研究电子商务的读者阅读。全书注重培养通过英语阅读提高学习和钻研电子商务专业知识的能力,旨在通过课堂教学或个人自学,让读者能对当今国际电子商务的新理论、新应用和新趋势有一个比较全面的理解与把握,以激发读者通过英语学习电子商务的热情和兴趣,进一步拓宽电子商务的专业视野和研究视角。

本书适合电子商务本专科专业及相关专业硕士研究生教学,也适合个人自学之用,对有志于从事电子商务研究的读者同样会有较大的参考价值。

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举报电话: 010-62752024 电子信箱: fd@pup.pku.edu.cn

前 言

《新编电子商务英语》自 2008 年 6 月出版以来,取得了比较好的市场反馈,已被数十所高校选作电子商务及其相关专业的英语教材,受到了读者的欢迎。可以说,本书的出版为促进我国电子商务教学和研究事业的健康、快速发展以及电子商务专业人才的培养起到了积极的作用。

不少读者在使用该书的过程中,对存在的错误和有待改进之处提出了中肯的批评和宝贵的建议。本书是在对《新编电子商务英语》一书存在的不足之处进行完善的基础上,增加了新的课文。与原书相比,无论是在篇幅、广度,还是在深度方面都有了很大的提升,对读者更好地通过英语学习和研究电子商务有着很大的帮助。

全书分成“电子商务概述”、“电子化营销与电子金融”、“企业电子商务”、“行业电子商务”、“电子商务案例”、“电子商务技术与安全”和“电子商务综合”等 7 篇,每篇安排了一组课文,大致覆盖了当今国际电子商务发展的重点和热点领域,读者可根据需要进行“精读”或“泛读”。在用做本科专业的教材时,建议课堂教学以不少于 32 学时为宜,48 学时为佳,每一大“篇”中可选择 2~3 篇课文在课堂讲解,其余可安排学生自学。在作为专科教学时应适当增加课堂教学学时,同时组织学生进行自学。

课文中的生词选取基本以是否超过大学英语四级词汇表作为判断依据,也就是说,对没有选入四级词汇表或词汇表中释义与文中不符的,基本上都在书中作了标注。有些标注不当或漏标的生词,期待读者批评指正。

本书是集体合作的结晶,由姚国章主编,陈菲、韩玲华和赵婷参编,惠云云、张锐、杨洁、赵生兰、郑雪琳和姜国君等收集整理了英文原稿,并进行了初步的翻译,为本书的成稿起到了不可替代的作用。早年参与《电子商务英语》编写的张震老师和陈立梅老师对本书的贡献同样是不可低估的,在书中的很多地方依然闪烁着他们智慧的光芒。

值得一提的是,在长达十余年的愉快合作中,北京大学出版社的黄庆生主任和姚成龙主任自始至终对笔者给予了热情的鼓励和有力的帮助,本书的出版可以说是我们又一次成功合作的结晶。编辑部的周伟老师、胡伟晔老师认真负责的工作态度和一丝不苟的编辑作风令我们深受感动。

电子商务是一个发展迅猛的领域,新理论、新知识、新现象层出不穷,限于时间、精力、能力和水平,笔者最大的愿望是成为一个不落伍的“好学生”,和亲爱的读者一起去探索一个又一个充满神奇的未知领地。

本书虽经多方努力,但缺点和错误仍在所难免,主要责任应由笔者承担。恳请各位尊敬的读者批评指正,并期待您能及时反馈。

姚国章(yaogz@vip.sina.com)

2013 年 2 月

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CHAPTER 1

AN OVERVIEW OF E-BUSINESS

电子商务概述

- ☞ E-Business Basics
- ☞ E-Commerce/E-Business in the New Economy
- ☞ Six Principles to Guide the Development of Global E-Commerce
- ☞ The Global E-Business Environment

UNIT

1

E-Business Basics

Text



Introduction

This Info-Guide is designed for beginners. It will help you understand the concept of e-business and how e-business can improve your own business processes. You will be able to test your own e-business readiness and learn where to go for more information on getting started with e-business.

As we know that electronic commerce, B2C, or e-commerce refers to online sales. Electronic business or e-business, on the other hand, refers to more than just selling online.

E-business is about utilizing Internet technologies—such as simple e-mail, online banking solutions, websites, and more sophisticated applications such as web-based customer relationship management solutions—to provide superior customer service, streamline business processes, increase sales and reduce costs.

Therefore, any business owner who uses the Internet to develop or enhance their business is using e-business. This means that you may already be using e-business in your own business.

Understanding Internet Technology and Its Relation to E-Business

The Internet and the World Wide Web

The Internet is an electronic communications network that allows computers around the world to “talk” to each other. Any computer that is connected to the Internet can exchange information with other connected computers.



The World Wide Web, or simply the Web, is a subset of the Internet. It functions as the Internet's navigation system and allows users to view the Internet network through the use of websites.

How Websites Work

Websites are a collection of web pages, which are electronic pages of information linked together much like a spider's web. This spider's web-like navigational system allows users to move around the system in a non-linear fashion. This means that, unlike a book—where information is laid out for the reader chronologically, in a set order—a Web user has the power to access information online however they choose.

Websites are accessed via a web browser such as Internet Explorer or Mozilla. Web browsers are the graphical interface that enables users to view, find and interact with websites.

Websites each have their own unique address, called an IP address, through which users can find them. For example, the Alberta E-Future Centre's online address is www.e-future.ca/alberta. By typing this address into the web browser address bar, a user would be connected to our website.

But, since the Web indexes literally billions of websites, another method to facilitate finding relevant websites was necessary. Therefore, search engines that utilize "keyword searching" were created.

It is estimated that more than 98% of Internet users use search engines to find websites online. A search engine is a website whose primary purpose is to provide a search function for gathering and reporting information available on the Internet.

Search engines allow Internet users to quickly find websites related to a certain topic through the use of "keywords" and "keyword phrases", that is, words and phrases that describe the topic of interest.

For example, let's say an Internet user in the UK is looking for businesses online that sell hand carved indigenous masks and figurines from Canada. She doesn't know of any specific businesses selling these items; nor does she know any website addresses, so she uses a search engine such as Google or Yahoo to find websites whose content contains relevant keywords.

On the search engine's main page, she types into the search-box: "Canadian Native Art." The search engine returns 3,370 listings containing this keyword phrase, organized by relevancy. The user can then either start browsing the websites listed, or she can narrow the results further by searching within those results for another keyword like "mask", for example.

Search engines allow Internet users to effectively find relevant websites, making the Web's vast amount of information much easier to navigate.

Why the Internet is of Value to Business

As an instantaneous information and communication medium with global reach, the Internet is a practical and vital business tool. And, your small business can benefit from the equal footing it offers you, regardless of your size or location.

Below, we'll explore some of the efficiencies that can be achieved by small businesses using Internet technologies to further their business goals.

The Benefits of E-Business

The Internet and related technologies can change the way you develop and conduct your business processes, making them more time and cost efficient. They can diversify your marketing channels and, ultimately, help you increase your business revenue.

The Internet levels the playing field for small businesses. That is, it allows small business operators to compete on equal footing with larger businesses in the same industry.

Through the Internet, your small business can distribute information online to a global audience, immediately, with little out of pocket expense. This means you'll reach more clients or customers in a shorter period of time.

It gives you the ability to interact with your clients and customers in new ways, putting power in the hands of the buyer, giving your clients or customers more choice than they've ever had before.

And finally, the Internet gives you, the seller, the ability to readily assess your on-line business practices and modify them on the fly to ensure they meet the needs of your clients/customers.

In short, you can use the Internet to:

- Collect vital business information related to your customers and competitors. The Internet is a valuable research tool and, as a readily accessible information medium, its ability to allow you to remain competitive in your industry should not be under-estimated.
- Increase awareness about your company. Even if you are not considering selling online, having a website that promotes your business, provides contact information, and outlines your unique value proposition—that is, the unique collection of benefits attributed to your product or service that creates value for your customers or clients—will simply increase your reach and value in the marketplace, and make it easier for your potential clients/customers to find you.
- Streamline communications and improve customer service. E-mail communications, website FAQs and auto-responders are examples of simple and cost effective electronic techniques that can help improve communications between you



and your clients/customers.

- Improve productivity and reduce costs. Simply by streamlining communications using Internet technologies, you can improve your business productivity. And, out-of-pocket costs can be reduced further by implementing a readily updatable website, instead of printed materials that have a short shelf-life, to relay pertinent information to your customer base.
- Sell your products online. For those considering making the leap to e-commerce, selling online can lower your upfront set-up costs and operational costs, increase your reach to a global marketplace, and allow you to be “open” 24 hours per day, 7 days per week. Further, it can allow you to automate your order processing and order tracking capabilities, develop cheaper online catalogues, and update your product lists on the fly.

Adopting E-Business Strategies

Even if you're not ready to build a website just yet, you should still consider how e-business tools can help you in your business. It's important to note that not all e-strategies work for all businesses. Therefore, the best way to begin is to create a plan that outlines how you will leverage the Internet to meet your specific business needs.

Developing an Internet related business plan, or an “e-business plan”, is most effectively and simply achieved when e-business aspects are integrated into your overall business plan. At each stage of your business plan, consider how you can use e-business technologies to reduce costs and improve productivity. Then only implement the strategies that make sense for your particular business.

Here are some ways to get started using e-business:

- Make your mark on the web. Build a website. Make sure that your website address is on all your marketing material.
- Leverage e-mail. Develop an e-newsletter to communicate with your clients and prospects. Make sure that it provides value to the reader.
- Embrace e-procurement. Seek out suppliers that allow you to save time and money by purchasing online.
- Investigate e-commerce. Test the online marketplace by selling through low-cost channels such as eBay.

Words and Expressions



sophisticated [sə'fistikeitɪd]

adj.

非常复杂精密或尖端的

navigation [nævi'geɪʃən]

n.

航海, 航空, 导航, 领航, 航行

non-linear [ˈnɒnˈliːn]	adj.	非线性的
chronologically [ˌkrɒnəˈlɒdʒikəli]	ad.	按年代顺序排列地
facilitate [fəˈsɪlɪteɪt]	vt.	使容易,使便利;推动,帮助,促进
indigenous [ɪnˈdɪdʒɪnəs]	adj.	本土的
instantaneous [ɪnˈstæntɪnjəs]	adj.	瞬间的,即刻的,即时的
assess [əˈses]	vt.	估定,评定
promote [prəˈməʊt]	vt.	促进,发扬;提升,提拔,晋升为
implement [ˈɪmplɪmənt]	n.	工具,器具
	vt.	贯彻,实现
leverage [ˈliːvərɪdʒ]	n.	杠杆作用;举债经营
	vt.	杠杆作用;使(某一公司)举债经营

Notes



- (1) The Internet is an electronic communications network that allows computers around the world to “talk” to each other. Any computer that is connected to the Internet can exchange information with other connected computers. 互联网是允许全球计算机相互“对话”的电子通信网络。任何一台接入互联网的计算机都可以同其他联网计算机交换信息。
- (2) Even if you are not considering selling online, having a website that promotes your business, provides contact information, and outlines your unique value proposition—that is, the unique collection of benefits attributed to your product or service that creates value for your customers or clients—will simply increase your reach and value in the marketplace, and make it easier for your potential clients/customers to find you. 即使你没有考虑到在线销售,也不妨建立公司的宣传网站,在网站上提供联系方式或是概述你公司的独特价值主张——即你公司为客户或顾客创造价值的商品和服务的独特集合——这将极易扩大你公司的市场份额、创造市场价值,并且能使你公司的潜在顾客/客户更容易地联系到你。



Questions



- (1) What's the difference between e-commerce and e-business?
- (2) How to search on the Web?
- (3) Please make a comment on the e-business in small business.

Exercises



1. Translate the following sentences into Chinese:

- (1) The advance of Internet technologies has enabled us to analyze the global information and distribute it to our customers.
- (2) Unlike a book, where information is laid out for the reader chronologically, in a set order, a Web user has the power to access information online however they choose.
- (3) When searching information online, the user can then either start browsing the websites listed, or can narrow the results further by searching within those results for another keyword.
- (4) Out-of-pocket costs can be reduced further by implementing a readily updatable website, instead of printed materials that have a short shelf-life, to relay pertinent information to your customer base.
- (5) Today's Internet is a powerful way for business to communicate with their customers and clients, including e-mail, instant messaging, and developing the websites of the company.

2. Translate the following sentences into English:

- (1) 作为一个网站,搜索引擎的最初目的是为收集和发布互联网上可用的信息提供一种搜索功能。
- (2) 互联网使小企业能够利用过去只有大公司才能获得的信息、专门知识和资金的全球储备库。
- (3) 通过在线采购,企业可以省时、省钱地寻找到供应商。
- (4) 网上调查高效、便捷、经济,它对于提高企业竞争力有着不可低估的作用。

Further Reading



You can read the paper with the title: How to Win the Business-to-Business Game, which will give you a better understanding about why using e-business properly can help you work more efficiently and increase business productivity.

Translation



电子商务基础

简介

本信息指南为初学者设计。它将有助于你更好地了解电子商务的概念以及电子商务是如何改进公司业务流程的。据此可以检验自己是否为开展电子商务准备就绪,以及从何处获取更多相关信息。

正如我们所知道的那样,电子商贸,又称 B2C,或 e-commerce^① 指的是在线销售。另外,电子商务,或称 e-business,不仅仅指在线销售。

电子商务(e-business)是利用互联网技术——如简单的电子邮件、在线银行解决方案、网站,以及更为复杂的解决基于网络的客户关系管理等问题的应用软件——来提供优良的客户服务、流线型业务流程,以及降低成本、增加销售。

因此,任何使用互联网来发展业务的企业主都会选择电子商务。这意味着你也可能已经准备好了要在你的企业内部发展电子商务。

了解互联网技术及其与电子商务之间的联系

互联网和万维网

互联网是允许全球计算机相互“对话”的电子通信网络。任何一台接入互联网的计算机都可以同其他联网计算机交换信息。

World Wide Web,简称万维网,是互联网的子网络。它作为互联网的导航系统,允许用户通过登录站点来浏览互联网。

网站如何工作

网站是网页的集合,网页是提供信息的电子页面,它们之间像蛛网一样互相连接在一起。这一蛛网样的导航系统允许用户以一种非线性的方式在系统上四处浏览。这意味着,同书籍不同——书籍中提供给读者的信息通常都是以一种固定的顺序按时间先后排列——万维网用户却无论如何选择都能获取在线信息。

进入网站可以使用网络浏览器,比如 Internet Explorer 或 Mozilla。Web 浏览器是允许用户浏览、搜索和互相作用的图形界面。

① 按照英文原意,“e-commerce”理解成“电子商贸”较为贴切,“e-business”理解成“电子商务”较为合适。在国内,“e-commerce”和“e-business”基本不作区分,均被译为“电子商务”。在本书中,当“e-commerce”与“e-business”同时出现时,前者译为“电子商贸”,后者译为“电子商务”。其他情况下不作专门区分,均译为“电子商务”。



每个网站都有自己的唯一地址,称作 IP 地址,通过这些地址用户就可以找到它们。例如,Alberta E-Future 中心的在线地址是 www.e-future.ca/alberta。用户只需在 Web 浏览器的地址栏中键入它就可以连接到该网站。

但是,编入 Web 索引的网站差不多有几十亿家,所以有必要使用另一种方法使搜寻相关网站更便利。因此,利用“关键词搜索”的搜索引擎应运而生。

据估计,大约有 98% 的互联网用户使用搜索引擎来寻找在线网站。搜索引擎是一个网站,它最初的目的是为收集和发布互联网上可用的信息提供一种搜索功能。

搜索引擎允许互联网用户通过使用“关键字”或“关键词组”,即与主题有关的字或词组,快速找到特定主题的相关网站。

例如,如果一个英国的互联网用户要在网上寻找加拿大出售当地手刻面具和小雕像的企业,可她既不清楚任何一家出售这些小物件的特定企业,也不知道任何的相关网站,于是她就可以使用类似谷歌或雅虎等搜索引擎来寻找含有相关关键字的网站。

在搜索引擎的主页的搜索框内,她键入“加拿大本土艺术”。搜索引擎按关联远近列出 3370 个含有该关键词组的选项。此时用户可以选择浏览列出的网站,也可以缩小范围,在搜索结果内键入另一个关键字,如“面具”等,进一步寻找。

搜索引擎使得用户能有效地寻找相关网站,更容易地在网络信息的浩瀚海洋中航行。

为什么互联网对企业有价值

作为全球范围的即时信息和通信媒介,互联网是一种实用而且重要的商业工具。无论规模大小、地点设在何处,小企业都能够平等地享有互联网提供的信息。接下来,让我们来探讨小企业通过使用互联网技术促进商业目标实现所能取得的功效。

电子商务的收益

互联网及其相关技术可以改变你发展和管理业务流程的方式,使你的业务流程在节省时间和成本方面效率更高。它们能使你的营销渠道多样化,最终将有助于提升你的业务收益。

互联网给小型企业提供了平等的竞争领地。也就是说,它允许小型企业以平等的关系在同一行业中与大型企业展开竞争。

通过互联网,小型企业能以很少的费用向全球用户在线发布信息,这意味着你能在更短的时间内获取更多的顾客或客户。

它还能使你以一种新的方式同顾客和客户互相交流,即将权利转交给买主,给你的顾客和客户前所未有的多重选择。

最后,互联网使你——作为卖主,能迅速容易地评估并快速修正自己的商业行为,以保证满足顾客和客户的需求。

简而言之,你可以利用互联网达到以下目标:

- 收集你的客户和竞争者的重要商业情报。互联网是一种有价值的调查工具,作