

高等学校商务英语规划教材

English for Electronic Commerce

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电子商务英语



苏雪○主编



华中科技大学出版社

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主 编 苏 雪

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中国·武汉

内 容 简 介

本书是一本实用的电子商务专业英语教材,内容新颖、丰富,以电子商务与网络技术为背景,力求切合实用型电子商务专业学生的培养目标。本书充分考虑了电子商务的专业性和发展性,教材所选用的大部分资料节选自国内外最新文献,保证了本书文献的纯正性。同时,本书紧跟现代电子商务的发展趋势,尽可能兼顾系统性、实用性和前瞻性。为方便学习,书后附有专业英语常用语法知识、电子商务专业术语、单词表、科技英语写作、模拟试题等。另外,为方便教学,本书配有电子备课包,内容包括所有课文原文、单词注释、难句分析,方便教师进行多媒体教学。

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前 言

随着网络、通信和信息技术在国际贸易和商业领域广泛应用,通过互联网实现商务活动的国际化、信息化和无纸化,已成为国际商务发展的大趋势。电子商务正是为了适应这种以全球为市场的变化而出现和发展起来的。

电子商务从广义上讲,是指人们通过计算机网络进行的各种商务活动。它可以使企业跟供应商更紧密地联系,更快地满足客户的要求。也可以让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商品,这就能够大大缩减生产和销售成本。

电子商务的广阔前景预示着对电子商务技术人员的大量需求。如今许多高校都设有与电子商务相关的各种专业,而电子商务专业英语自然成了这些专业的必修课程。为了保证本教材的编写质量,我们严把选材关。我们以电子商务专业教学大纲为依据,注意了选材的时效性、实用性和前瞻性。以电子商务与网络技术为背景,比较全面地介绍了电子商务基础知识、电子商务分类、电子支付系统、电子商务安全技术、电子商务技术应用以及电子商务的前景与未来等相关知识。本书分为7个单元,每个单元围绕一个主题展开,包含有课文、单词和词组、专业术语、难点注释、课后习题等部分,强调了电子商务专业词汇的应用,有利于学习者在获得专业知识的同时,提高专业英语水平。同时,为方便学习,书后附有专业英语常用语法知识、电子商务专业术语、单词表等。

另外,为方便教学,本书配有电子备课包,内容包括所有课文原文、单词注释、难句分析,方便教师进行多媒体教学。

本书由苏雪、朱金凤统一拟订编写提纲。其中,苏雪任主编,陈希球、但琼、丁一凡、李文华、刘包利、奚进、张慧敏、朱伶、朱金凤等任副主编(以上副主编以姓氏拼音为序)。郑毛祥任主审。参与本书编写的学校有武汉铁路职业技术学院、武汉工业学院工商学院、郑州铁路职业技术学院、包头铁道职业技术学院、仙桃职业技术学院、长江工程职业技术学院、武汉军械士官学校。武汉铁路职业技术学院参与了本书的审校工作。同时,在本书的编写过程中,华中科技大学出版社的杨鸥副编审、刘平编辑给予了积极的支持和帮助,在此一并表示感谢。

本书旨在提高学生专业英语的能力,使学生了解电子商务专业领域国内外最新技术的发展动态。此教材既可作为电子商务专业本科(含二级学院)、高职高专院校的专业英语教材,又可供从事电子商务工作的人员及自学者和英语爱好者使用。

由于作者水平有限,书中难免有不当之处,敬请读者批评指正。

编 者

2011年5月

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Unit 1 Understanding the E-Commerce

Lesson 1 Overview of the E-Commerce

Like many buzz words used nowadays, Electronic Commerce (E-commerce, or EC) tends to be a catch phrase by people¹, which has affected almost every detail life of us and completely changes the business running model of the world. Many people think that E-commerce is just having a web site and doing business on it, but E-commerce is more than buying and selling on the Internet. There are a wide variety of applications of E-commerce, such as E-shop, Network Bank, E-stock, E-government, etc. What seems common is an understanding that E-commerce is a concept beyond traditional company boundaries.

According to Dictionary. com, the definition of E-commerce is “The conducting of business communication and transactions over networks and through computers. As most restrictively defined, electronic commerce is the buying and selling of goods and services, and the transfer of funds, through digital communications. However EC also includes all inter-company and intra-company activities (such as marketing, finance, manufacturing, selling, and negotiation) that enable commerce and use electronic mail, EDI, file transfer, fax, video conferencing, workflow, or interaction with a remote computer.”

Electronic commerce also includes buying and selling over the World-Wide Web and the Internet, electronic funds transfer, smart cards, digital cash (e. g. Mondex), and all other ways of doing business over digital networks.

E-commerce describes the process of buying, selling, transferring, or exchanging products, services and/or information via computer networks, including the Internet (Turban et al. 2004:7). E-commerce can be defined from the following perspectives:

Communications—From a communication perspective, E-commerce is the delivery of goods, services, information, or payments over computer networks or by any other electronic means (Turban et al. 2004:7).

Commercial (trading)—From a commercial perspective, E-commerce provides the capability of buying and selling products, services and information on the Internet and via other online services (Turban et al. 2004:7).

Business process—From a business process perspective, E-commerce is doing

business electronically by completing business processes over electronic networks (Turban et al. 2004;7).

Service—From a service perspective, E-commerce is a tool that addresses the desire of governments, firms, consumers, and management to cut service costs while improving the quality of customer service and increasing the speed of service delivery (Turban et al. 2004;7).

Learning—From a learning perspective, E-commerce is an enabler of online training and education in schools, universities, and other organizations (Turban et al. 2004;7).

Collaborative—From a collaborative perspective, E-commerce is the framework of inter- and intra-organizational collaboration (Turban et al. 2004;7).

Community—From a community perspective, E-commerce provides a gathering place for community members to learn transact and collaborate (Turban et al. 2004;7).

From the above views, there comes into being a new idea of globe economy that “The world is flat”. E-commerce began before personal computers were prevalent and has grown into a multi-billion dollar industry, but where did it come from? Whereas, E-commerce has a short history. Electronic commerce applications started in the early 1970s with innovations such as electronic fund transfers (EFT). Then came electronic data interchange (EDI), which is a technology used to electronically transfer routine document. EDI expanded from financial transactions to other transaction processing and enlarged the participating companies from financial institutions to other types of business, such as manufacturers, retailers, services, and so on.² As we know, the growth of the Internet is the base of the development of EC. With the booming of internet in the early 1990s, EC applications expanded rapidly. In 1995, two of the biggest names in E-commerce are launched: Amazon. com and eBay. com. From 1995 to now, we have witnessed a great deal of innovative applications ranging from travel reservation systems to stock trading systems and more other virtual reality experience. By looking at the evolution of E-commerce, it will be easier to judge its trends for the future.

The explosion of E-commerce has made it increasingly clear that EC can become a significant global economic element this century. Few innovations in human history bring in so many benefits as EC does to individuals, organizations and society. What is more, they will increase significantly as E-commerce expands. So someone maintains that E-commerce explosion is just “as profound as the change that came with in the industrial revolution” (Clinton and Gore 1997). E-commerce can decrease the cost on creating, processing, distributing, storing, and retrieving information and also reduces the time.³ Meanwhile, it helps increase firms’ profits. Some firms’ experience with E-commerce suggests that production costs or services can be reduced by 6% to 12% if they are manufactured and traded over the Internet. Advertising on the web can make even a small workshop access the global marketplace. Colorful and graphical web sites

are always less expensive than four-color printing and distributing printed brochures. Furthermore, E-commerce increases opportunities for the consumers as well. Some buyers prefer a large number of information in choosing a purchase. EC provides buyers an easy way to get the detail information of products on the web, instead of waiting at home for the mail to bring a catalog or product specification sheet. Some products, such as software, audio clips or images, can even be delivered through the Internet. Distance education makes it achievable for people to learn skills and earn degrees wherever they are or whenever they are available for study.

As the industrial revolution brought about inevitable human pollution besides benefits, E-commerce has some drawbacks. The primary concern is issues in E-business security. Besides in addition to such as privacy, payment, identity, contract, personal service and returning goods, etc. However, as so many businesses and individuals are excited about the benefits of E-commerce, many of these technology and culture-related disadvantages will be resolved or seem less problematic.

New Words and Expressions

buzz [bʌz] *n.* 嗡嗡声

affected [ə'fektɪd] *adj.* 受到影响的; 做作的; 假装的

common ['kɒmən] *n.* 普通; 平民 *adj.* 共同的; 普通的; 一般的; 通常的

traditional [trə'dɪʃənəl] *adj.* 传统的; 惯例的

definition [ˌdefɪ'nɪʃən] *n.* 定义; 清晰度; 解说

restrictively [rɪs'trɪktɪvli] *adv.* 限制性地

digital ['dɪdʒɪtəl] *adj.* 数字的; 手指的

remote [rɪ'məʊt] *adj.* 遥远的; 偏僻的; 疏远的

consumer [kən'sju:mə] *n.* 消费者; 消耗者; 用户, 顾客

quality ['kwɒləti] *n.* 质量; 品质; 特性; 才能

framework ['freɪmwɜ:k] *n.* 框架; 骨架; 结构; 构架

community [kə'mju:nɪti] *n.* 社区; 群落; 共同体; 团体

collaborate [kə'læbəreɪt] *vi.* 合作; 勾结; 通敌

economy [ɪ'kɒnəmi] *n.* 经济; 节约; 理财

routine [ru:'ti:n] *n.* 程序; 日常工作; 例行公事

adj. 日常的; 例行的

booming ['bu:miŋ] *adj.* 兴旺的, 繁荣的

witness ['wɪtnɪs] *n.* 证人; 目击者; 证据 *vt.* 目击; 证明

innovative [ɪ'nəvətɪv] *adj.* 革新的, 创新的

reservation [ˌrezə'veɪʃən] *n.* 预约, 预订; 保留

virtual ['vɜ:tʃʊəl] *adj.* 虚拟的; 有效的; 实质上的, 事实上的

trend [trend] *n.* 动态, 趋势

explosion [ɪks'pləʊʒn] *n.* 爆炸; 爆发; 激增

significant [sɪg'nɪfɪkənt] *adj.* 重大的; 有意义的

specification [ˌspesɪfɪ'keɪʃən] *n.* 规格; 说明书; 详述

audio ['ɔ:diəʊ] *adj.* 声音的; 音频的, 声频的

inevitable [ɪn'evɪtəbl] *adj.* 必然的, 不可避免的

drawback ['drɔ:bæk] *n.* 缺点; 退税

primary ['praɪməri] *adj.* 主要的; 初级的; 基本的

problematic [ˌprɒblə'mætɪk] *adj.* 问题多的; 不确定的; 难对付的

Notes to the Text

1. Like many buzz words used nowadays, Electronic Commerce (E-commerce, or EC) tends to be a catch phrase by people.

译文:就像当今其他许多流行词语一样,电子商务也开始被人们经常挂在嘴边。

2. EDI expanded from financial transactions to other transaction processing and enlarged the participating companies from financial institutions to other types of business, such as manufacturers, retailers, services, and so on.

译文:电子数据交换的领域从金融交易扩展到其他交易领域,从而使参与电子商务的企业从金融行业扩大到其他行业,例如生产厂家、零售商和服务业等。

3. E-commerce can decrease the cost on creating, processing, distributing, storing, and retrieving information and also reduces the time.

译文:电子商务能降低创新、加工、销售、存储和检索信息的成本,同时缩短时间。

4. As the industrial revolution brought about inevitable human pollution besides benefits, E-commerce has some drawbacks.

译文:就像工业革命除了给人类带来好处的同时也不可避免带来污染一样,电子商务也有一些弊端。

Exercises to the Text

I. Choose from Column B an appropriate object for each of the words in Column A.

A	B
() E-shop	A. 电子商店
() E-stock	B. 网上银行
() E-Government	C. 证券电子商务
() Network Bank	D. 电子政务
() selling and negotiation	E. 视频会议
() personal service and returning goods	F. 销售和谈判
() video conferencing	G. 电子数据交换
() Identity	H. 身份认证
() EDI	I. 个性服务和退货

II. Decide whether each of the following statements is true or false according to the text.

1. E-commerce is just having a web site and doing business on it.
2. As most restrictively defined, electronic commerce is the buying and selling of goods and services, and the transfer of funds, through digital communications.

3. From a communication perspective, E-commerce provides the capability of buying and selling products, services and information on the Internet and via other online services.
4. From a service perspective, E-commerce is a tool that addresses the desire of governments, firms, consumers, and management to cut service costs while improving the quality of customer service and increasing the speed of service delivery.
5. From a community perspective, E-commerce is the framework of inter- and intra-organizational collaboration.

II. Answer the following questions according to the text.

1. Please give the definition of EC according to Dictionary. com.
2. Please give the definition of EC according to business process perspective.
3. Please list some drawbacks of EC according to the text.

Lesson 2 E-Commerce in China

In the past several years, E-commerce in China was just a beautiful picture, but now it has become a reality.

With the advent of the Internet, profound historical transformation has brought about unprecedented changes to the human society covering every aspect of people's life, work and study. Today, more people become heavily dependent upon the Internet and would be at a loss without it.¹ Thus people say that "the time of E-commerce has come". For over 30 years of reform in China, the country's information industry has witnessed fast development whose speed is rarely seen in the world. China's telephone and network users and scale are now second in the world only to that of the United States. According to survey data publicized on January 17, 2008 by CNNIC, there are 8 920 000 Internet-accessing computers and around 22. 5 million Internet users in China, which is above 2% of the total national population, a 33% increase in half a year's time compared with the number of 16. 9 million people in July, 2000. With the increase of the number of Internet users, Internet-related environment is also developing rapidly. Bandwidth is increased by large extent. The total bandwidth of international lines has reached 1 234 Mbps, 4 times of 351 Mbps in July, 2000.² Wireless Internet applications are surfacing. Laws and ordinances pertaining to Internet management are coming into being. Rapid increase of Internet users and improving environment provide huge market potential and development prospects for E-commerce in China.

With sharply growth of domestic Internet users, the domestic E-Commerce websites, such as online store, online commercial platform, specialty shop, online auction website, online tickets reservation, online traveling, online education, online health care,

as well as those providing various electronic commerce information and transaction, emerge continuously, E-commerce application is deepening, and service patterns are also innovating. Giants such as Sinopec, CNPC, Sinochem, COFCO and China Minmetals have all introduced various E-commerce, which effectively develops business, enhances efficiency of commercial activity generally, extends range of commercial activities, and reduces transaction cost. At present, under vigorously promotion of all levels of national governments and economics and trade departments, various E-commerce activities are developed and promoted all over the country. The third party network service platforms, such as Alibaba. com, Ebay. com. cn, Taobao. com, have led the development of massive small and medium enterprises and individual E-commerce, and promoting internationalization of E-commerce. Among all the E-retailing websites, Taobao(www. taobao. com) is the most popular among Chinese Internet users, and more than 8 000 000 varieties of commodities are available at the site. Up to the first quarter of 2008, Taobao has more than 62 000 000 registered members covering the vast majority of Chinese internet buyers. In the first quarter of 2008, the transactions of Taobao exceeded 18.8 billion. Its annual turnover of last year made a breakthrough 43 300 000 000, and the figure was increasing month by month. It has become the largest network retailer in Asia, which is committed to creating the first choice for shopping on global network. It just founded in May 10, 2003 by the Alibaba Group.

What you can see with your eyes confirms this. Every day there are two or three new websites conducting E-commerce, extending the scope of their services, from economically large cities such as Beijing, Shanghai and Guangzhou to the inland areas.

The payment system, which used to be considered as one of the fatal factors hindering E-commerce development in the country, is now improved.³ On-line payment has become reality for banks including the Bank of China, the Merchants Bank, the Construction Bank of China, and so on.

Chinese government puts emphasis on E-commerce extremely. Legislation, policy and financial support made significantly progress in 2004. The government established and launched Electronic Signature Law, issued Several Opinions of General Office of State Council on Speeding up the E-Commerce Development(State Office send[2005]2). The National Development and Reform Committee, the Department of Commerce also promulgated Notice of General Office of National Development Reform Committee on Organizing E-Commerce Special Implementation and China E-Commerce Development Report respectively, creating favorable policy environment for E-commerce development.⁴

However, the development speed and scale of E-commerce is not in direct proportion to the increase of Internet users, and is affected and restricted by many factors including policy, goods flow, credit, and consumption habit. E-shopping and E-commerce cover

12.54% of most commonly used Internet services, much less than the 95.07% of E-mail use and also less than the 18.94% of Internet game entertainment. Looking at the major problems and contradictions in the process of China's E-commerce development, it is still at the initial stage. The depth of E-commerce will be further explored. China E-commerce will confront severe challenges. As the international E-commerce environment is gradually consummated, the global orientation of Chinese E-commerce enterprises is the inevitable for expanding foreign trade and economic cooperation, adapting to economic globalization and improving the competitive of Chinese enterprises. Meanwhile, overseas E-commerce giants are also marching into China successively.

In brief, the China E-commerce market contains huge commercial opportunities. The development prospect is extremely broad. The relevant organizations are complying with and guiding commercial transformation tendency, absorbing latest international achievement of technical platform, payment system, creditability system, platform construction and safety guarantee system in E-commerce, further optimizing the external environment, and speeding up development and innovating application complying with national features.

New Words and Expressions

advent ['ædvent] *n.* 到来; 出现; 基督降临; 基督降临节

profound [prə'faund] *adj.* 深厚的; 意义深远的; 渊博的

transformation [ˌtrænsfə'meɪʃən] *n.* 转化; 转换; 改革

unprecedented [ʌn'presɪdɪntɪd] *adj.* 空前的; 无前例的

aspect ['æspekt] *n.* 方面; 方向; 形势; 外貌

scale [skeɪl] *n.* 规模; 比例 *vt.* 测量; 攀登 *vi.* 衡量; 攀登

survey [sə'veɪ] *vt.* 调查; 勘测; 俯瞰

extent [ɪks'tent] *n.* 程度; 范围; 长度

pertain [pə'teɪn] *v.* 与某事物有关联

domestic [də'mestɪk] *n.* 国货; 佣人 *adj.* 国内的; 家庭的; 驯养的

auction ['ɔ:kʃn] *n.* 拍卖 *vt.* 拍卖; 竞买

reservation [ˌrezə'veɪʃən] *n.* 预约, 预订; 保留

register ['redʒɪstə] *v.* 登记, 注册 *n.* 名册, 登记簿

scope [skəʊp] *n.* 范围; 余地; 视野

fatal ['feɪtl] *adj.* 致命的; 重大的; 毁灭性的; 命中注定的

legislation [ˌledʒɪs'leɪʃən] *n.* 立法; 法律

signature ['sɪɡnətʃə] *n.* 署名; 签名

promulgate ['prɒmlgeɪt] *v.* 宣扬, 宣布 *vt.* 发布

favorable ['feɪvərəbl] *adj.* 有利的; 良好的; 赞成的, 讨人喜欢的

proportion [prə'pɔ:ʃn] *n.* 比例; 部分; 面积; 均衡 *vt.* 使成比例

contradiction [ˌkɒntrə'dɪkʃn] *n.* 矛盾; 否认; 反驳

prospect ['prɒspekt] *n.* 前途; 预期; 景色

creditability ['kredɪtə'bɪlɪti] *n.* 可信性

guarantee [ˌɡærən'ti:] *n.* 保证; 担保; 保证人 *vt.* 保证; 担保

Notes to the Text

1. Today, more people become heavily dependent upon the Internet and would be at a loss without it.

译文:现在,越来越多的人开始严重依赖互联网,如果没有它甚至会陷入一种茫然。“at a loss”有“困惑,茫然不知所措”的意思。

2. The total bandwidth of international lines has reached 1 234 Mbps, 4 times of 351 Mbps in July, 2000.

译文:国际线路的总带宽已达到 1 234 Mbps,是 2000 年 7 月 351 Mbps 带宽的 4 倍。

3. The payment system, which used to be considered as one of the fatal factors hindering E-commerce development in the country, is now improved.

译文:支付系统现在也有改善,而它曾经被视为制约电子商务在中国发展的关键因素之一。

4. The National Development and Reform Committee, the Department of Commerce also promulgated Notice of General Office of National Development Reform Committee on Organizing E-Commerce Special Implementation and China E-Commerce Development Report respectively, creating favorable policy environment for E-commerce development.

译文:国家发展和改革委员会、商务部还分别颁布通告了国家发展和改革委员会办公厅《关于组织实施电子商务专项的通知》和《中国电子商务发展报告》,为其发展创造了有利的政策环境。

Exercises to the Text

I. Decide whether each of the following statements is true or false according to the text.

1. E-commerce in China is just a beautiful picture now.
2. The development speed and scale of E-commerce is not in direct proportion to the increase of Internet users.
3. The payment system, which used to be considered as one of the fatal factors hindering E-commerce development in the country, is now improved.
4. Chinese government puts emphasis on E-commerce extremely. Legislation, policy and financial support made significantly progress in 2000.
5. Looking at the major problems and contradictions in the process of China's E-commerce development, it is still at the initial stage.

II. Answer the following questions according to the text.

1. Does the Chinese government put emphasis on E-commerce? Please make a list of them.
2. Please list some factors which affected and restricted the development speed and scale of E-commerce.
3. Does the China E-commerce market contain huge commercial opportunities? Why?

III. Choose from Column B an appropriate object for each of the words in Column A.

A	B
() the domestic E-commerce websites	A. 历史性转变
() online commercial platform	B. 前所未有的变化
() online auction website	C. 国内的电子商务网站
() online tickets reservation	D. 网上商业平台
() service patterns	E. 拍卖网站
() the largest network retailer	F. 网上机票预订
() fatal factors	G. 最大网络零售商
() the development speed and scale of E-commerce	H. 服务模式
() unprecedented changes	I. 致命因素
() credit and consumption habit	J. 电子商务的发展速度和规模
() huge commercial opportunities	K. 信贷和消费习惯
() the development prospect	L. 发展前景
() platform construction and safety guarantee system	M. 巨大的商业机会
() profound historical transformation	N. 平台建设和安全保障系统

Reading Material

History of E-Commerce

One of the most popular activities on the Web is shopping. It has much allure in it—you can shop at your leisure, anytime, and in your pajamas. Literally anyone can have their pages built to display their specific goods and services,

History of E-commerce dates back to the invention of the very old notion of “sell and buy”, electricity, cables, computers, modems, and the Internet. E-commerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites.

At first, the term E-commerce meant the process of execution of commercial transactions electronically with the help of the leading technologies such as Electronic Data Interchange(EDI) and Electronic Funds Transfer(EFT) which gave an opportunity for users to exchange business information and do electronic transactions. The ability to

use these technologies appeared in the late 1970s and allowed business companies and organizations to send commercial documentation electronically.

Although the Internet began to advance in popularity among the general public in 1994, it took approximately four years to develop the security protocols (for example, HTTP) and DSL which allowed rapid access and a persistent connection to the Internet. In 2000 a great number of business companies in the United States and Western Europe represented their services in the World Wide Web. At this time the meaning of the word E-commerce was changed. People began to define the term E-commerce as the process of purchasing of available goods and services over the Internet using secure connections and electronic payment services. Although the dot-com collapse in 2000 led to unfortunate results and many of E-commerce companies disappeared, the “brick and mortar” retailers recognized the advantages of electronic commerce and began to add such capabilities to their web sites (e. g. after the online grocery store Webvan came to ruin, two supermarket chains, Albertsons and Safeway, began to use E-commerce to enable their customers to buy groceries online). By the end of 2001, the largest form of E-commerce, Business-to-Business (B2B) model, had around \$ 700 billion in transactions.

According to all available data, E-commerce sales continued to grow in the next few years and; by the end of 2007, E-commerce sales accounted for 3.4 percent of total sales.

E-commerce has a great deal of advantages over “brick and mortar” stores and mail order catalogs. Consumers can easily search through a large database of products and services. They can see actual prices, build an order over several days and E-mail it as a “wish list” hoping that someone will pay for their selected goods. Customers can compare prices with a click of the mouse and buy the selected product at best prices.

Online vendors, in their turn, also get distinct advantages. The web and its search engines provide a way to be found by customers without expensive advertising campaign. Even small online shops can reach global markets. Web technology also allows to track customer preferences and to deliver individually-tailored marketing.

History of E-commerce is unthinkable without Amazon and Ebay which were among the first Internet companies to allow electronic transactions. Thanks to their founders we now have a handsome E-commerce sector and enjoy the buying and selling advantages of the Internet. Currently there are 5 largest and most famous worldwide Internet retailers: Amazon, Dell, Staples, Office Depot and Hewlett Packard. According to statistics, the most popular categories of products sold in the World Wide Web are music, books, computers, office supplies and other consumer electronics.

Amazon.com Inc. is one of the most famous E-commerce companies and is located in Seattle, Washington (USA). It was founded in 1994 by Jeff Bezos and was one of the first American E-commerce companies to sell products over the Internet. After the dot-com collapse Amazon lost its position as a successful business model, however, in 2003

the company made its first annual profit which was the first step to the further development.

At the outset Amazon.com was considered as an online bookstore, but in time it extended a variety of goods by adding electronics, software, DVDs, video games, music CDs, MP3s, apparel, footwear, health products, etc. The original name of the company was Cadabra.com, but shortly after it became popular in the Internet Bezos decided to rename his business "Amazon" after the world's most voluminous river. In 1999 Jeff Bezos was entitled as the Person of the Year by Time Magazine in recognition of the company's success. Although the company's main headquarters is located in the USA, WA, Amazon has set up separate websites in other economically developed countries such as the United Kingdom, Canada, France, Germany, Japan, and China. The company supports and operates retail web sites for many famous businesses, including Marks & Spencer, Lacoste, the NBA, Bebe Stores, Target, etc. Amazon is one of the first E-commerce businesses to establish an affiliate marketing program, and nowadays the company gets about 40% of its sales from affiliates and third party sellers who list and sell goods on the web site. In 2008 Amazon penetrated into the cinema and is currently sponsoring the film "The Stolen Child" with 20th Century Fox.

According to the research conducted in 2008, the domain Amazon.com attracted about 615 million customers every year. The most popular feature of the web site is the review system, i.e. the ability for visitors to submit their reviews and rate any product on a rating scale from one to five stars. Amazon.com is also well-known for its clear and user-friendly advanced search facility which enables visitors to search for keywords in the full text of many books in the database.

History of E-commerce is a history of a new, virtual world which is evolving according to customers' advantage. It is a world which we are all building together brick by brick, laying a secure foundation for the future generations.

Exercises to the Reading Material

Answer the following questions according to the material.

1. One of the most popular activities on the Web is shopping. It has much allure in it. Please make a list of them.
2. The term E-commerce means the process of execution of commercial transactions electronically with the help of the leading technologies. Please give some examples of leading technologies.
3. Amazon.com Inc. is one of the most famous E-commerce companies. How much do you know about this company?

Unit 2 Understanding the Internet

Lesson 3 Overview of the Internet

As we know, the rapid development of EC is based on the growth of the Internet. Perhaps one of the greatest inventions of our time is the Internet. Without a doubt, the net has had a profound effect on almost every aspect of our lives. The formation of the Internet has changed the way we do business, communicate, entertain, retrieve information, and even educate ourselves. So this chapter is devoted to introducing the magic Internet.

The Internet is a global system of interconnected computer networks that interchange data by packet switching using the standardized Internet Protocol Suite (TCP/IP).¹ It is a “network of networks” that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by copper wires, fiber-optic cables, wireless connections, and other technologies.

The Internet carries various information resources and services, such as electronic mail, online chat, file transfer and file sharing, online gaming, and the inter-linked hypertext documents and other resources of the World Wide Web(WWW).

Many people think that the Internet is a recent innovation, while in fact the essence of it has been around for over a quarter century. It was conceived by the Advanced Research Projects Agency(ARPA) of the U. S. government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow users of a research computer at one university to be able to “talk to” research computers at other universities. A side benefit of ARPANet’s design was that, because messages could be routed or rerouted in more than one direction, and the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster.² While the technology was growing quickly, the number of terminals hooked up to ARPANET was still moving slowly. Between 1969 and early 1977, ARPANET only added 107 hosts (In contrast, more than one million hosts were added to the Internet between January and August 1994). Even so, engineers at ARPA recognized that this new communications network was going to grow into something far larger than they had ever imagined, and needed to develop a design suitable for a large network.³ Researchers at ARPA began working on a new protocol which would be able to handle larger