电子商务英语

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周 源 主编

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内 容 提 要

　　本书是一部关于电子商务的专业英语教材,内容涉及电子商务管理、技术与应用等各个方面,旨在培养与提高学生阅读理解和翻译电子商务英语文献的能力。本书取材新颖,系统性强,知识覆盖面广,注重实用。所选材料全部来自原版资料,包括有关教科书内容、期刊论文、美国大学电子商务专业课程设置与研究领域以及国际电子商务专业期刊的简介等,反映了电子商务发展的最新研究成果。

　　本教材适合高等院校电子商务及相近专业的本科、高职、高专学生使用,也可供研究生及广大电子商务工作者学习和参考。

电子商务系列教材编辑委员会

出 版 说 明

为了适应高等院校电子商务专业教学的需要,经过了较长时间的酝酿、精心策划和精心组织,我们编写出版了"电子商务系列教材"。

2001年9月,经南京大学、南京航空航天大学、南京工业职业技术学院、南京正德学院、东南大学出版社、商友资讯公司、江苏省信息学会电子商务专业委员会等单位的有关人士反复商讨、策划,提议组织编写、出版电子商务系列教材。此项倡议得到江苏省内30多所高校的赞同和中国工程院院士、东南大学校长顾冠群的支持。2001年11月3日召开首次筹备工作会议,正式着手编委会的组建、教材选题推荐、编写人员组织等各项工作。经过各方面人士的共同努力,2001年12月22日正式成立电子商务丛书编委会,确定了首批系列教材的编写计划和编写大纲,落实了教材的编写人员,决定在2002年上半年出版首批"电子商务系列教材"共13种。

系列教材的出版是所有参编学校(单位)、参编人员协同努力及江苏省信息学会、东南大学出版社等各方面支持、配合的结果。丛书编委会对所有参编人员、参编学校(单位)及所有对本丛书出版给予支持的单位、人士表示衷心的感谢。

参加系列教材编委会的学校(单位)有:南京大学、东南大学、南京航空航天大学、南京农业大学、南京理工大学、南京师范大学、南京中医药大学、中国矿业大学、扬州大学、徐州师范大学、南京经济学院、南京审计学院、南京工业职业技术学院、南京正德学院、南京金肯学院、南京人口管理学院、南京钟山学院、中国矿大徐海学院、徐州教育学院、徐州彭城职业大学、淮海工学院、连云港职业技术学院、淮阴工学院、盐城工学院、南通职业大学、南通纺织职业技术学院、泰州职业技术学院、扬州职业大学、镇江高等专科学校、无锡商业职业技术学院、无锡职业技术学院、无锡南洋学院、常州工学院、常州信息职业技术学院、苏州职业大学、常熟高等专科学校、沙洲职业工学院、江苏省信息学会电子商务专业委员会、东南大学出版社、商友资讯公司等。

本着出精品、争一流、创品牌的指导思想,我们将充分发挥数十所高校协同合作及产、学、研结合的优势,不断创新、不断修订、精雕细镂,推出更多更好的教材或论著,奉献给广大师生和广大读者。在本套教材的编写和出版过程中,难免存有不足之处,欢迎广大师生和读者提出宝贵意见。

电子商务丛书编委会

2002 年 3 月

总　　序

　　20 世纪末信息技术的飞速发展,为社会的各个领域开辟了全新的天地。互联网投入商业化运营以后,电子商务应运而生并蓬勃发展。电子商务不仅改变了商务活动的运作模式,而且必将给政治、经济和人民生活的各个领域带来根本性的变革。电子商务将是 21 世纪全球经济增长最快的领域之一,它带来的经济发展机遇是人类历史上几百年才能遇到的。

　　研究电子商务理论、模式、方法,回答电子商务发展中一系列理论的和实践的问题,是电子商务理论工作者的任务,也是我国经济、科技领域出现的一项重大课题。因此,一门新的学科——电子商务学应运而生。可以说,电子商务理论是一门技术、经济、管理诸多学科知识融会交叉的新兴的应用型学科,它涉及的内容是十分广泛的。

　　然而,"理论是灰色的,而生活之树是常青的"。在电子商务迅猛发展的时代,理论研究往往跟不上实践的发展,由此而产生一种矛盾性状态:一方面,实践的发展迫切需要理论创新和由创新的理论培养出来的大批人才;另一方面,理论的创新和人才的培养却一时又跟不上实践发展的需要。正是这样一种矛盾性的状态,给我们提出了一个任务:在前一阶段电子商务实践发展的基础上进行相应的理论性的归纳、总结和集成,以适应培养电子商务专业人才的需要,同时也为广大企业和相关部门应用电子商务提供指导。

　　为了推动电子商务理论的创新和加快电子商务专业人才的培养,江苏省信息学会电子商务专业委员会和东南大学出版社,联合了南京大学、东南大学、南京航空航天大学、南京农业大学、南京理工大学、中国矿业大学等省内 30 多所高校和我省最早从事电子商务应用开发的服务机构——商友资讯公司,走产、学、研合作之路,组织编撰一套"电子商务丛书",首期出版"电子商务系列教材"。这是一件很有意义的工作。

　　我们希望这套专业教材的出版,有助于电子商务理论的创新和发展,有助于电子商务专业人才的培养,有助于电子商务在全社会的广泛应用。

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中国工程院院士
东南大学校长

2002 年春

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前　言

从 20 世纪 90 年代中期开始,电子商务的浪潮在世界各国蓬勃兴起,电子商务对国民经济各个部门的影响正日益显现,电子商务的发展已经成为一个不可逆转的大趋势。

电子商务是一门新兴学科。它是随着 Internet 技术、管理科学、信息科学与通信技术的迅速发展和相互交融,逐渐形成的一门综合性边缘学科。要不断跟踪电子商务的最新发展并有所创新,就需要学习和借鉴国外的先进科技与管理经验,就需要提高对电子商务英文文献的阅读理解与翻译能力。

本书共分 12 章,内容涉及电子商务的产生、应用和发展。各章由 2~4 节组成,内容相互结合。在编排上,每章均有学习指导、课文注释、参考译文与习题,为课堂教学与自学提供了方便。在选材上,既有期刊文献,又有教科书内容,还有研究报告及相关电子商务网站的资料,反映了电子商务发展的最新研究成果。

在专业英语教学的同时,注重对学生能力的培养,也是本书的一个特色。例如,在学习了万维网在商业中的应用一章后,学生就能对网上调查方法、数据的分析整理与图表的应用有所掌握;学习了电子商务的安全与 VeriSign 的产品和服务的内容,就能上网从 VeriSign 认证中心申请个人数字凭证;学习了国际电子商务学报一章,就会对学术期刊的征稿要求、投稿须知、刊载内容以及参考文献的著录格式有所了解;学习了卡内基梅隆大学电子商务学院一章后,就会掌握美国有关院校电子商务专业的培养目标、教学计划与课程要求。

本书采用了翻译重点章节的方法,提供了各章的部分参考译文。学生完全可以根据书中提供的先修知识,准确地理解各章的全部内容。这样,既有利于培养学生分析问题与解决问题的能力,充分调动他们学习的主动性和积极性,也有利于教师组织教学。

附录 I 提供了一篇完整的电子商务经典文献,用作补充阅读材料。附录 II 为电子商务常用词汇,供查阅与选用。

本书由周源主编,王靓与张云参加了部分章节的编写。具体分工为:第 1、2、4、7、8、9、10、11、12 章由周源编写;第 3 章由张云编写;第 5、6 章由王靓编写。

本书在编写过程中,得到了东南大学出版社的大力支持,在此表示感谢!

电子商务是一个迅速发展的学科,由于编者水平所限,书中难免有疏漏和不足之处,希望广大读者提出宝贵意见,以使电子商务英语的教学和教材编写工作不断地提高和完善。

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目 录

Chapter 1　Electronic Commerce in the 21st Century

本章学习指导

电子商务是信息技术、互联网技术在商务活动中的应用。电子商务作为一种新的沟通与交易方式,是人类不断追求效率的结果。电子商务的形成,给整个社会经济带来了巨大的影响。

Electronic Commerce 译为电子商务,其简写的形式有 E-commerce 或 EC 等。

通过本章的学习,读者应掌握以下内容并能够用英语表达:

- 电子商务与传统商务的区别;
- 电子商务的优势;
- 电子商务的局限性;
- 网上安全购物的注意事项。

1.1　E-commerce: Implications for Business in the 21st Century

1.1.1　Introduction

A few times in a century, a new technology profoundly alters the competitive setting and provides the seeds of radical change (Brynjolfsson and Urban, 1999). In this century, that technology is the Internet. Internet is the network of networks. It is also known as the mother of all networks (Ryders and Hughes, 1999).

The Internet has brought along with it a new wave of shopping system known as electronic commerce, E-commerce for short. E-commerce is the buying and selling of goods and services on the web. In its broader sense, E-commerce is called E-business.

1.1.2　Purpose

The purpose of this report is to increase on-line shoppers' and vendors' awareness of the potential benefits and risks of on-line shopping in the 21st Century and to provide them with some basic E-commerce tips. With this in mind, this presentation has four main functions:

(1) to distinguish electronic commerce from the traditional commerce;

(2) to educate the marketplace about the benefits of E-commerce;

(3) to underscore the economic security threats and control mechanisms;

(4) to educate merchants about the need for visibility in the virtual marketplace.

1.1.3 Literature Review

The advent of sailing ships in ancient times, the more recent invention of the printing press, the steam engine, and the telephone all changed the way in which people conducted commerce activities (Schneider and Perry, 1999).

In electronic communications, banks have used EFTs (Electronic Funds Transfer) to move customers' money around the world. Businesses have used EDI (Electronic Data Interchange) to place orders and send invoices. Retailers have used television advertising to generate telephone orders for merchandise from the general public. None of these technologies could compare with the next generation of inventions—the Internet. The Internet is the most profound technological innovation, and E-commerce is its by-product.

1.1.4 Origin of the Internet

In 1994 a young financial analyst and fund manager named Jeff Bezos became fascinated with the rapid growth of the Internet. He sat down and made a list of 20 products that might sell well on the Internet. After an intense analysis, he determined that books were at the top of the list. Five year later, his Amazon. com Internet book company had annual sales of over $ 600 million! Since then, E-commerce has spread and cybershopping is netting over a whopping $ 800 billion annually.

1) Traditional Commerce

The oldest form of traditional commerce was bartering, by which means products and services were exchanged. Eventually, bartering gave way to the use of currency as the principal way of making transactions. In traditional commerce, buyers use various search techniques: consult catalogs, ask friends, read advertisements, examine directories such as the Yellow Pages, or ask salespersons. After selecting a product and a vendor, buyer contacts the vendor by mail, telephone, or trade shows. A purchase transaction follows. The elements of the transaction include delivery date, shipment mode, price, warranty, payment terms, return policy, and product inspection logistics.

Businesses undertake the business process of market research, advertisement, and sales transactions. Transferring funds, placing and receiving orders, sending invoices, and shipping goods to customers are also parts of the process. Although E-commerce has increased the speed of delivery and dispersion of commercial products and services, there are certain things it cannot improve or change. Products that buyers prefer to touch, smell, or examine closely, such as high fashion clothing and perishable food products (meat or Agricultural produce) are difficult to sell by electronic commerce.

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Table 1 - 1   Traditional Commerce VS E-commerce (Schneider and Perry, 1999)

Business Processes Well-Suited to:

electronic Commerce	Traditional Commerce	Combination of E-commerce and Traditional Commerce
sale/purchase of books and CDs	sale/purchase of high fashion clothing	sale/purchase of automobiles
on-line delivery of software	sale/purchase of perishable food products	on-line banking
advertising and promotion of travel services	small denomination transactions	roommate-matching services
on-line tracking of shipments	sale of expensive jewelry and antiques	sale/purchase of investment and insurance products

2) Benefits of E-commerce

Firms are interested in E-commerce because, quite simply, it can help to increase profits. All the advantages of E-commerce for business entities can be summed in one statement: E-commerce can increase sales and decrease costs.

For Companies:

(1) It increases profits.

(2) It increases sales.

(3) Advertising can reach potential customers in every country in the world.

(4) A virtual community if formed, not in the physical world, but on the Internet.

(5) It decreases costs. Cisco Systems sold 72 percent of its computer equipment sales via the web, thereby avoiding handling 500,000 calls per month, for an annual savings of over $ 500 million.

For Buyers:

(1) Increases purchasing opportunities.

(2) Provides competitive bid information.

(3) Increases speed and accuracy of information.

(4) Reduces costs.

(5) A wider range of choices are available.

(6) Some products such as software, audio clips, or images, can be delivered via the Internet.

(7) Society derives benefits.

(8) Electronic payment of tax refunds, public retirement, and welfare support costs less to issue.

(9) Electronic payment is more secure and faster.

(10) E-payments are easier to control than checks, which can help protect against fraud and theft losses.

(11) You can work from home.

(12) It reduces commuter-costs and traffic jams.

(13) It's environmentally sound—reduces pollution.

(14) Distance education has emerged.

3) Disadvantages of E-commerce

(1) Some business processes, such as perishable foods, and high-cost items such as jewelry or antiques, may be difficult to inspect from a remote location.

(2) E-commerce is new and some people are slow to adapt to change.

(3) Technologies are changing so rapidly that keeping pace with change will ultimately become too costly.

(4) There is employee turnover, as many skilled employees leave to start their own businesses or for higher salaries.

(5) Many companies face cultural and legal impediments to E-commerce.

(6) There is the difficulty of integrating existing databases into the software that enables E-commerce.

(7) Some consumers are still fearful of sending their credit card numbers on the Internet.

(8) Other consumers are simply resistant to change and are uncomfortable viewing merchandise on a computer screen.

(9) Internet laws are confusing and conflicting.

4) E-commerce Threats

Earlier, in 1999, a 30-year-old from Aberdeen, N. J. , sent an E-mail to someone he knew and stated: "Here is the document you asked for . . . don't show anyone else. " When the user opened the mail, the Mellisa virus proliferated quickly throughout computer systems in the Eastern United States, shutting down company systems including Microsoft and Lucent Technologies, and costing billions of dollars in damage (Abreu, E. M. , 1999). Hundreds of other E-commerce threats occur weekly.

Three assets that must be protected to ensure secure electronic commerce include:

(1) client computers.

(2) the messages travelling on the communication channel.

(3) the web and commerce servers.

Tips for Safe On-line Shopping:

(1) Know your merchant. Find the company's physical location.

(2) Find out refund and return policy.

(3) Protect your Internet passwords.

(4) Protect your privacy. Only provide your credit card or social security information on-line in a secure environment.

(5) Keep accurate records.

(6) Know your consumer rights.

Companies participating in the BBB On-Line Privacy Program meet rigorous privacy principles and must post the privacy seal on their E-commerce web sites.

1.1.5 Conclusions

The Internet is the best invention for the human race since the printing press and the telephone. E-commerce is the Internet's "by-product." Currently, generating $ 180 billion annually, E-commerce is predicted to generate even more than a trillion dollars by 2003. As in the traditional markets, there are hundreds of thousands of thieves shopping the cyberspace. Consumers and vendors should beware.

1.2 A Brief History of E-commerce

Electronic commerce applications started in the early 1970s, with such innovations as **electronic fund transfers** (EFT). However, the extent of the applications was limited to large corporations, financial institutions, and a few daring small business. Then came EDI, which expanded from financial transactions to other transaction processing and enlarged the participating companies from financial institutions to manufacturers, retailers, services, and so on. Many other applications followed, ranging from stock trading to travel reservation systems. Such systems were described as *Telecommunication Applications* and their strategic value was widely recognized. With the commercialization of the Internet in the early 1990s and its rapid growth to millions of potential customers, the term *Electronic Commerce* was coined, and EC applications expanded rapidly. One reason for the rapid expansion of the technology was the development of networks, products, software, and specifications. The other reason was the increase in competition and other business pressures. From 1995 to 1999 we have witnessed many innovative applications ranging from advertisement to auctions and virtual reality experiences. Almost every medium-and large-sized organization in the United States already has a Web site. Many are very extensive; for example, in 1999 General Motors Corporation offered 18,000 pages of information that included 98,000 links to its products, services, and dealers.

1.3 The Future of E-commerce

In 1996, Forrester Research Institute predicted that B2C would be a $ 6.6 billion business in 2000, up from $ 518 million in 1996. Then they revised the figure to $ 20 billion, and the prediction keeps growing. In 1997, about $ 10 billion worth of B2B transactions were conducted over the Internet. Predictions on the total size of EC(E-commerce) vary. For 2002, total on-line shopping and B2B transactions are estimated to be in the range of $ 500 billion to $ 3 trillion. Some EC applications, such as auctions and on-line stock trading, are growing at a rate of 15 percent to 25 percent a month, and the number of Internet users worldwide is predicted to reach 750 million by 2008. As many as 50 percent of Internet users are predicted to be on-line shoppers. One indication of prospect of EC is the price of EC-related stocks on the Internet. For example, on November 12, 1998, the price of a share of AcTel surged from $ 2 to $ 31 in one day (more than 1,250 percent)

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after AcTel developed a high-speed Internet connection. A day latter, the shares of the Internet community Theglobe. com soared on their first day of trade by 606 percent.

Most EC companies, such as Amazon. com are not marking a profit. They are expanding operations and generating sales growth. It is believed that by 2002 most of the major EC companies will start to generate sizable profits. Is EC just another buzzword or is it real? We believe that it is real because of its potential benefits.

Vocabulary, Phrases and Notes

1.	profoundly	*ad.*	深深地,深切地
2.	alter	*v.*	改变
3.	competitive	*a.*	竞争的,比赛的
4.	setting	*n.*	环境
5.	radical	*a.*	根本的,基本的,彻底的
6.	Internet	*n.*	因特网,互联网
7.	network	*n.*	网络
8.	known as		称为,叫作
9.	along with		与……一起,同……一道,随着
10.	for short		简称为,缩写为
11.	in a sense		在某种意义上
12.	on-line		在线,联机
13.	vendor	*n.*	卖主,商家
14.	awareness	*n.*	意识,认识
15.	potential	*a.*	潜在的
16.	benefit	*n.*	利益,好处
17.	provide... with		提供给
18.	tip	*n.*	告诫,提示
19.	with... in mind		记住……,考虑到……
20.	presentation	*n.*	介绍,描述
21.	distinguish... from		把……与……区分开
22.	underscore	*vt.*	强调
23.	merchant	*n.*	批发商,零售商
24.	visibility	*n.*	可见性,看得见的东西
25.	virtual	*a.*	虚拟的,实质上的
26.	advent	*n.*	(事件,时期等的)出现
27.	Electronic Funds Transfer,EFT		电子资金转账
28.	Electronic Data Interchange,EDI		电子数据交换
29.	retailer	*n.*	零售商
30.	merchandise	*n.*	(总称)商品,货物
31.	compare... with		与……相比

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32.	by-product	n.	副产品
33.	fascinate	v.	迷住,强烈地吸引住
34.	cybershopping	n.	网上购物
35.	whopping	a.	巨大的
36.	barter	v.	易货贸易
37.	give way to		让位于,为……所取代
38.	keep pace with...		同……齐步并进,跟上
39.	impediment	n.	障碍
40.	proliferate	v.	扩散

41. The Internet has brought along with it a new wave of shopping system known as electronic commerce, E-commerce for short. 过去分词短语 known as... 修饰句中的介词的宾语 shopping system。

42. The purpose of this report... 中 and 连接两个动词不定式短语 "to increase..."和"to provide...",作为 is 的表语。

43. The oldest form of traditional commerce was bartering, by which means products and services were exchanged. 句中"means"为名词,意即"方式,方法"(= way),此处为"介词(by) + which + 名词(means)"引导的定语从句,其中 which 在从句中起形容词作用,修饰后面的名词,如:

(1) Water boils at 100℃, at which temperature it changes to gas.

(2) I called her by wrong name, for which mistake I apologize.

44. Jeff Bezos. 杰夫·贝佐斯,人名。可查阅有关词典,如外语教学与研究出版社的《英语姓名词典》(2001 年版)等。

45. Aberdeen, N. J. 新泽西州阿伯丁市,美国地名。可查阅有关词典,如外文出版社的《最新世界地名录》(1999 年版)等。

Reference Version

第 1 章　21 世纪的电子商务(节译)

1.1　电子商务: 21 世纪的商务

1.1.1　引　言

在一个世纪中,常常有一项新的技术会深深地改变着竞争的环境,提供剧烈变化的契机。在本世纪中,这项新技术就是 Internet。Internet 是网络之网络,亦被称为网络之母。

Internet 的诞生,掀起了称之为电子商务的购物方式的新浪潮。电子商务就是在网上购买和销售产品与服务。从广义上说,E-commerce 也被称作 E-business。