网络英语
Internet English
电子商务篇

❖ 主编 李向民
❖ 编者 李向民 杨 华
罗立彬 王洁卿

网络英语·电子商务篇

主　编　李向民

编　著　李向民　杨　华　罗立彬　王洁卿

内 容 简 介

本书主要讲述电子商务的历史、发展和理论、电子商务的流程、网上支付、网络安全，以及电子商务的企业对客户、企业对企业、电子政务和电子商务的广阔前景。在内容上，本书环环相扣，层层递进；在选材上，本书全部采用最新的英语网络文章，语言鲜活、地道，文章体裁不拘一格，注解详细准确。

本书可作为高等院校英语专业"网上阅读"课程的教材，也可作为其他专业"电子商务"课程的教材。本书的使用对象是具有一定英语基础的大学本科生——英语、商务、国贸和计算机专业的学生都可以使用。同时，本书也适用于相关专业的研究生和对网络英语感兴趣的读者。通过阅读本书，读者不仅可以提高自己的网络使用技巧，而且还可以提高英语水平。

序

人类迈进 21 世纪以来，电子技术发展日新月异。计算机的普及和互联网的广泛使用已经成为现代社会的标志。随着信息技术的发展，人们之间的交往和沟通方式也发生了变化。网上浏览、网上聊天、网上购物、网上流媒体点播及远程教育正是这种变化在人们生活中的具体反映。技术的发展和社会的变化对当代人提出了挑战，要求人们了解互联网，熟练地使用互联网，以便在瞬息变化的社会里与时俱进，赶上世界发展的潮流。

《高等学校网络英语系列教材》的出版正是适应了社会的需求，为读者提供了详尽的学习材料。本系列教材涉及网络基础、网络应用、电子商务等诸多方面。该系列教材内容丰富，集实用性、趣味性、知识性为一体，是一套难得的有关网络英语的教科书。

《高等学校网络英语系列教材》是英语教材，所选的文章都是英语原文。目前，图书市场上可以买到各种各样的英语读物和教材，但是有关网络的读物大多是用中文出版的，用英语出版的有关网络的读物和教材却寥寥无几。用英语学习有关网络的知识，可以使读者了解英语语言在一个比较陌生的领域里是如何使用的，让读者更广泛地接触真实的语言，帮助读者触类旁通，扩大英语词汇量，提高英语水平。

教育部于 2000 年修订并批准实施的《高等学校英语专业英语教学大纲》中新增了"网上阅读"课程，要求学生掌握网上阅读与从网上获取信息的能力。在国内的一些大学里还开设了"电子商务"课程。《高等学校网络英语系列教材》可以作为"网上阅读"和"电子商务"课程的阅读教材。因此，它填补了大学教材在这方面的空白。

《高等学校网络英语系列教材》是由北京第二外国语学院的英语专家、教授编写的。他们不仅具有丰富的英语教学经验和国外生活经历，而且还热衷于计算机和网络技术的使用，并且在本科和研究生的教学中开设了相应的课程。编者的这种跨学科的知识结构使得这套系列教材更具实用性和教学上的可操作性。

愿广大读者能从这套教材中开阔眼界、了解网络，同时也能不断提高自身的英语水平。

阎善明　教授
北京对外经济贸易大学

前 言

　　网络和英语是当前社会上比较流行的话题，也是现代人必备的素质。在我国处于新世纪改革开放的大潮中及加入 WTO 之后的背景下，网络和英语无论在生活还是工作中都与我们紧密相连。本书的目的就是要适应新形势对教学改革的要求，力求通过高新技术手段，使学生熟练掌握网络应用的基本技能，并运用到实际生活和工作中去，以尽快提高学生的上网效率，充分利用网络这个无穷的宝藏，提高自身的素质。同时，由于网络上超过 90% 的资源都是以英语为母语的人士所提供的，因此，本书的第二个目的就是对网络上流行的英语术语、词汇、惯用法、表达方式等进行总结，并用通俗的语言表达出来，使读者在获取知识的同时，对英语语言和网络术语也有一个大概的了解，以利于浏览英文网站。

　　本书在内容上包含电子商务活动所涉及的各个方面：从电子商务的历史、发展和理论的介绍到电子商务的流程、网上支付、网络安全，再从电子商务的企业对客户、企业对企业、电子政务到电子商务的广阔前景。在内容上，本书环环相扣，层层递进；在选材上，本书全部采用最新的英语网络文章，语言鲜活、地道，文章体裁不拘一格，注解详细准确。

　　本书可作为高等院校英语专业"网上阅读"课程的教材，也可作为其他专业"电子商务"课程的教材。本书的使用对象是具有一定英语基础的大学本科生——英语、商务、国贸和计算机专业的学生都可以使用。同时，本书也适用于相关专业的研究生和对网络英语感兴趣的读者。通过阅读本书，读者不仅可以提高自己的网络使用技巧，而且还可以提高英语水平。

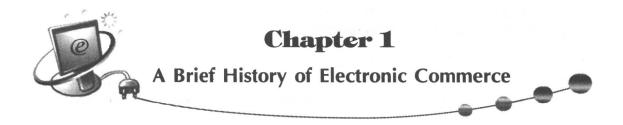　　由于本书编写时间仓促，难免有错误遗漏之处，恳请广大读者不吝指正。

<div align="right">

编　者

2004 年 3 月

</div>

注：本书课后练习答案可到网站 http://press.bjtu.edu.cn 下载或发邮件到 cbszlj@jg.bjtu.edu.cn 索取。

目录

Chapter 1
A Brief History of Electronic Commerce

1.1 Electronic Commerce Basics

Commerce, the exchange of valuable goods or services, has been conducted for thousands of years. Today, we think of commerce as conducting business, in which buyers and sellers come together in a marketplace to exchange information, products, services, and payments. Traditionally, business has been conducted in physical buildings, often referred to today as brick-and-mortar marketplaces. When the marketplace is electronic, business transactions occur across a telecommunications network where buyers, sellers, and others involves in the business transaction — such as the employees that process transactions — rarely see or know each other and may be physically located anywhere in the world. This process of buying and selling of products and services across a telecommunications network is often called electronic commerce, and the electronic marketplace is sometimes called a marketspace.

The initial development of electronic commerce began in the 1960s and 1970s, when banks began transferring money to each other electronically, using electronic funds transfer (EFT), and when large companies began sharing transaction information electronically with their suppliers and customers via electronic data interchange (EDI). Using EDI, companies exchange information electronically with their suppliers and customers, called trading partners, including information traditionally submitted on paper forms such as invoices, purchase orders, quotes, and bills of lading. [1] These transmissions generally occur over private telecommunications networks called value-added networks, or VANs. Because of the expense of setting up and maintaining these private networks and the costs associated with creating a standard interface between companies, implementing EDI has usually been beyond the scope of small and medium-sized companies. Now small and medium-sized companies (and many large companies) are beginning to use the Internet, which is a less expensive network alternative to VANs for the exchange of information, products, services, and payments.

1.2 The Internet and World Wide Web

Millions of people use the Internet to shop for products and services, listen to music, view artwork, conduct research, get stock quotes, keep up to date with current events, and send e-mail. [2] More and more businesses are using the Internet to conduct their business activities.

1.2.1 What is the Internet?

To understand the Internet, you must understand networks. A network is simply a group of two or more computers linked by cable or telephone lines. The group of linked computers includes special computers called servers that provide users access to shared resources such as files, programs, and printers.

The Internet is a public worldwide network of networks, connecting many small private networks. Computers on the Internet use a common set of rules, called protocols, for communication. The primary Internet protocol is called TCP/IP (Transmission Control / Internet Protocol).

1.2.2 A Brief History of the Internet

The Internet originated in the late 1960s, when the United States Department of Defense developed a network of military computers called the ARPANET (Advanced Research Projects Agency Network). Quickly realizing the usefulness of such a network, researchers at colleges and universities soon began using it to share data. In the 1980s the military portion of the early Internet became a separate network called the MILNET. Meanwhile the National Science Foundation (NSF) began overseeing the remaining non-military portions, which it called the NSFnet. Thousands of other government, academic, and business computer networks began connecting to the NSFnet. By the late 1980s, the term Internet had become widely used to describe this huge worldwide "network of networks."

Businesses need some physical communications medium, such as network cable or a modem, connected to their computers, to connect to the Internet. Increasingly, individuals and businesses are using wireless connections to connect to the Internet. Additionally, to access the Internet, many small and medium-sized businesses must make arrangements to connect to a computer on the Internet called a host. An Internet service provider (ISP) provides access to a host computer. Large businesses, colleges, universities, and government institutions may already have a computer network that is part of the Internet.

1.2.3   The World Wide Web

In 1989, a software consultant named Tim Berners-Lee was at CERN (the European Laboratory for Particle Physics) in Switzerland, where he was working on ways to improve information sharing and document handling between the research scientists both at CERN and throughout the world. Using the concept of hypertext, whereby text on one page links to another page, he developed the first program that allowed pages containing hypertext to be stored on a computer in a way that allowed other computers access to the pages. Berners-Lee called his system of documents linked by hypertext the World Wide Web.

The World Wide Web (WWW), also called simply the Web, is, therefore, a subset of the Internet where computers called Web servers store documents that are linked together by hypertext links, called hyperlinks. A hyperlink can be text or a picture that is associated with the location (path and filename) of another document. The documents, called Web pages, can contain text, graphics, video, and audio as well as hyperlinks. A Web site is a collection of related Web pages. A Web browser is a software application used to access and view Web pages stored on a Web server. The two most popular Web browsers at this writing are Microsoft Internet Explorer and Netscape Navigator.

1.2.4   Internet and Web Demographics

Determining how many individuals are online and which Internet services they are using can be difficult. Research and marketing groups publish various estimates on a regular basis. However, because of the dynamic growth of the Internet, these estimates are quickly outdated. Additionally, there are differences among the various estimates because of differences in how Internet access and Web content are defined, the survey and calculation methods used, and how the data are gathered. Furthermore, the rapid growth in Internet access and online content makes estimating current growth and predicting future growth difficult at best.

However, there is one thing all growth estimates and predictions have in common: They indicate that the remarkable growth of Internet access and online content from year to year shows no sign of abating. For example, Nua Internet Surveys provides an "educated guess" of the growth in Internet access by aggregating data from multiple surveys. According to Nua Internet Surveys, Internet access worldwide increased from 171 million people in March 1999 to 378 million people in September 2000, an increase of more than 100 percent.

Along with increased Internet access, the amount of information available on the Web is growing very rapidly. A study by Inktomi and NEC Research Institute, Inc. indicated that in January 2000 the Web contained more than one billion unique pages, compared to 100 million in October 1997.

1.2.5 E-commerce Versus E-business

With the commercialization of the Internet in the early 1990s, electronic commerce became e-commerce, the buzzword for buying and selling products and services on the Internet. Today, many people use the term e-commerce in a broader sense, encompassing not only buying and selling but also the delivery of information, providing customer service before and after the sale, collaborating with business partners, and enhancing productivity within organizations. Others prefer the term e-business to indicate the broader spectrum of business activities that can be conducted over the Internet. Most people today use the term e-commerce, in its broadest sense, interchangeably with e-business.

1.3   E-business and the New Economy

The widespread electronic linking of individuals and businesses has created a new economic environment in which time and space are much less limiting factors, information is more important and accessible, traditional intermediaries are being replaced, and the consumer holds increasing amounts of power. The Internet is both an effect and a cause of this new economy. The Internet is a product of the tremendous technological and economic changes driving the new economy, and increasingly, it is the medium of the new economy. Although, in the past, large companies were able to conduct their business electronically using EDI and private networks, the high costs associated with EDI prevented most businesses from using the technology. The Internet has leveled the playing field by making it easier and cheaper for companies of all sizes to transact business and exchange information electronically.

In this revolutionary economic environment, many of the limitations of space and time are disappearing. Businesses that once had geographically limited customer and competitor bases are finding that the whole world is now both customer and competitor. Companies that previously conducted business activities during traditional hours can now conduct those activities online 24 hours a day, 7 days a week, 365 days a year.

A popular independent Denver, Colorado, bookstore, The Tattered Cover, with two brick-and-mortar locations, has been doing business successfully for over 20 years. The Tattered Cover has traditionally

competed with other local Denver bookstores. Now, the Tattered Cover also competes with online bookstores such as Amazon.com and Barnes&Noble.com. To meet this new competition, the Tattered Cover added an Internet bookstore. From its Internet bookstore, the Tattered Cover sells books and gifts and provides special customer services around the clock, including a schedule of upcoming special events and personalized search requests for hard-to-find books.

In the new economy, processing information is more powerful and cost-effective than moving physical products. Increasingly, the new economy is becoming less about the transfer of goods and more about the transfer of information. Information companies, such as Yahoo!, which have relatively few physical assets and employees, can enjoy disproportionately large market values in the new economy. A leading information company in the automobile industry is Edmunds.com. Edmunds, founded in 1996, is the publisher of a number of automobile and truck reviews and pricing guides. In 1994, Edmunds introduced its Internet site, Edmunds.com, which has become a valuable online data source for information about new and used automobiles, including pricing, dealer cost and holdbacks, reliability, buying advice, and product reviews. [3]

Because information is easier to customize than hard goods, many companies are finding that the information portion of their products or services is becoming a larger part of the total value they offer customers. [4] Office product suppliers, such as Staples, create customized product catalogs for their large online customers that list only those items and prices negotiated by contract. Online grocers automatically retain previous shopping lists, allowing buyers to quickly add frequently purchased items to their grocery cart. Webvan.com, which began selling groceries online in 1999 in the San Francisco Bay area, automatically creates a My Personal Market for each customer, listing all of the items the customer has purchased in the past. My Personal Market is created with the customer's first order and updated with each subsequent order. Customers can log in to Webvan.com and go directly to My Personal Market, where they can view a list of their 50 most frequently purchased items stored by purchase frequency, items from their most recent order, or every product they ever purchased sorted by product category. Finally, customers can create, save, and view their own custom grocery lists.

Traditional business intermediaries, such as distributors and agents, are being threatened by the new Internet economy in which buyers are linked directly to sellers. Travel Web sites such as Travelocity are replacing travel agents, and online trading services such as E * TRADE are taking business from traditional brokerage firms. In place of these traditional intermediaries, the new economy has encouraged the growth of a new kind of middleman, sometimes called an "infomediary," that

organizes information on the basis of customer needs — for example, the Internet Truckstop, an online load, truck, route, freight matching, and bid posting service. The Internet Truckstop gathers information from truckers, trucking companies, brokers, shippers, freight forwarders, and others and then makes that information available for a fee to subscribing customers. [5]

Although the new economy is providing online opportunities for sellers, it is buyers who are dramatically gaining new economic power. Internet and Web access is fundamentally changing buyers' expectations about speed, convenience, comparability, and price. Buyers no longer have to travel to various physical locations to compare prices and services. Competing businesses that offer unique services or lower costs are just a mouse click away. Online shopping services such as Shop4.com allow buyers to quickly locate and compare the prices and availability of competing products and services.

Autobytel.com, launched in March 1995, provides shoppers with a haggle-and hassle-free auto shopping experience. [6] Shoppers who visit the autobytel.com Web site can access auto specifications, vehicle reviews, manufacturer incentives, and dealer invoice price information, and then elect to submit a purchase request to a local accredited dealer or visit the AutobytelDirect virtual car lot to purchase a car and have it delivered. [7] In 1999, autobytel.com generated more than $13 billion in car sales through its Accredited Dealer Network and had more than seven million registered users. There were more than five million unique visitors to autobytel.com and its wholly owned subsidiary, CarSmart.com, during the first quarter, 2000.

The new economy is changing the rules of business: Time is collapsing, distance has vanished, information has greater value, traditional intermediaries are being replaced by "infomediaries," and buyers hold more power than ever before. [8]

Source: Efraim Turban and David R. King, *Introduction to E-commerce*, Chapter 1, Pearson Education, 2002

Notes

1   Using EDI, companies exchange information electronically with their suppliers and customers, called trading partners, including information traditionally submitted on paper forms such as invoices, purchase orders, quotes, and bills of lading.   公司以电子的方式，运用电子数据

交换，与其供货商和顾客（又叫贸易伙伴）交换信息，包括传统上以书面形式提交的信息如发票、定货单、报价和提货单。

2   Millions of people use the Internet to shop for products and services, listen to music, view artwork, conduct research, get stock quotes, keep up to date with current events, and send e-mail.   好几百万人通过互联网购买产品和服务、听音乐、观看艺术品、做研究、了解股价、跟上最新的时事新闻或者发送邮件。

up to date：最新的   current events：时事   stock quotes：股价

3   Edmunds.com, which has become a valuable online data source for information about new and used automobiles, including pricing, dealer cost and holdbacks, reliability, buying advice, and product reviews.   Edmunds.com 已经成为一个非常有价值的在线数据资源，提供包括新旧车的价格、经销商成本和利润、可靠性、购买建议及产品评价等信息。

4   Because information is easier to customize than hard goods, many companies are finding that the information portion of their products or services is becoming a larger part of the total value they offer customers.   因为信息比实物产品更容易定制，许多公司发现在它们为顾客提供的产品或服务的总价值里，信息部分所占的比重正越来越大。

hard goods：此处相当于 physical goods，指实物产品

5   The Internet Truckstop, an online load, truck, route, freight matching, and bid posting service. The Internet Truckstop gathers information from truckers, trucking companies, brokers, shippers, freight forwarders, and others and then makes that information available for a fee to subscribing customers.   Truckstop 网是一家提供在线装卸、货车、路线、配货和报价的邮寄服务公司。Truckstop 网从货车司机、货运公司、经纪人、航运商、货运代理行和其他途径收集信息，顾客只要付一定费用，就可得到那方面的信息。

bid：报价   broker：经纪人

6   Autobytel.com, launched in March 1995, provides shoppers with a haggle-and hassle-free auto shopping experience.   成立于 1995 年 3 月的 Autobytel.com 公司能为购物者提供一种可以避免争论不休地讨价还价的购车氛围。

haggle：争论不休   hassle：争论，争吵   haggle and hassle：讨价还价

7   Shoppers who visit the autobytel.com Web site can access auto specifications, vehicle reviews, manufacturer incentives, and dealer invoice price information, and then elect to submit a purchase request to a local accredited dealer or visit the AutobytelDirect virtual car lot to purchase a car and have it delivered.   访问 autobytel.com 网站的购物者能够看到汽车说明书、性能评价、制造商促销信息及经销商发票价格信息，然后向当地信用经销商提交购买申请，或通过实地参观 AutobytelDirect 公司的汽车来购买并让其发货。

8 The new economy is changing the rules of business：Time is collapsing, distance has vanished, information has greater value, traditional intermediaries are being replaced by "infomediaries," and buyers hold more power than ever before. 新经济正在改变着商务规则：时间在瓦解，距离已经消失，信息具有更大的价值，传统的中间人正在被"信息人"所取代，买主拥有比以前更多的权利。

Vocabulary

marketplace *n.* 交易场所，市场	aggregate *v.* 合计，总计
mortar *n.* 灰泥	buzzword *n.* 专门术语
marketspace *n.* 空间市场	encompass *v.* 包括，包含
transfer *n.*（资金）转移	spectrum *n.* 光谱；范围，幅度
interface *n.* 界面	intermediary *n.* 中间人，调解人
protocol *n.* 协议	disproportionate *a.* 不相称的，不成比例的
oversee *v.* 监督	customize *v.* 定做，定制，按规格改制
subset *n.* 子集	catalog *n.* 目录
graphic *n.*（一般用复数）图，图表	log *v.* 记录
outdated *a.* 陈旧的，过时的	brokerage *n.* 经纪业，经纪行
demographic *a.* 人口统计	accredited *a.* 授权的，认可的，合格的
abate *v.* 减少，降低	subsidiary *n.* 子公司

Special Terms

brick-and-mortar 房屋,房产	Internet access 上网
business transaction 商务交易	physical assets 固定资产
electronic commerce / business 电子商务	distributors and agents 批发商和代理商
electronic funds transfer 电子资金转移	freight forwarder 货运代理行
electronic data interchange 电子数据交换	mouse click 点击鼠标
particle physics 粒子物理学	accredited dealer 信用经销商

Phrases

1. **at best**   充其量

   At best we can do only half as much as last year.

2. **around the clock**   整日整夜地，日以继夜地

   People with very important jobs sometimes have to work around the clock.

3. **beyond**   超过

   The high fruit was beyond my reach.

4. **make arrangements**   做出安排

   Let's make arrangements for getting there on time.

5. **access to**   进入，入口

   The only access to that building is along that muddy track.

6. **along with**   与……一起

   There was a bill along with the parcel.

7. **in place of**   代替

   In place of soft drinks, they'll have some water.

Exercises

I. Answer the following questions on the text.

1. What is electronic commerce?
2. How electronic commerce was initially developed?
3. What is the Internet?
4. What does ISP stand for?
5. What is WWW?
6. According to the passage, what are the characteristics of the new economy?
7. What is the role of information in the new economy?
8. What is the "informediary"?
9. What benefits does the new economy bring buyers?
10. How can a customer buy cars over the Internet?

II. Fill in the blanks with the proper forms of the phrases.

beyond the scope of	shop for	keep up to date
a wide variety of	work on	on a regular basis
at best	around the clock	in a broad sense
in place of		

1. I was _____ some new clothes, but I couldn't find anything.

2. There still exist some mysterious happenings in the world which are hard to explain, because they are _____ human knowledge.

3. He spent a month _____ his thesis.

4. The city was _____ an ordinary sort of place.

5. It has always been our policy to review staff productivity _____ .

6. In order to finish the task, the workers have been working _____ .

7. _____ our advertised program, we will be showing a film.

8. The old should also _____ .

9. The diet _____ of foods helps people keep fit.

10. _____ , e-commerce equals e-business.

III. Translation.

1. Translate the following passage into Chinese.

It has been estimated that the world-wide e-commerce market will exceed $46 billion in consumer transactions by the year 2001 (courtesy IDC) and 15% of all WWW users have used it to purchase a product or service online (courtesy CommerceNet / Nielsen Media). Regardless of what one's business is, one cannot ignore such a large group. To be a part of that community and show that you are interested in serving them, you need to be on the WWW for them.

Establishing a presence in any market place is essential to the success of your business. In creating this presence, there is some basic information that you want to advertise such as what you do and how someone can contact you. Many businesses convey basic information through business cards and brochures. However, unlike the limitation of business cards and brochures, a WWW site contains more detailed information and can be updated at any moment.

Some businesses get their local newspapers to write their opening and / or new promotion.

Unfortunately, people in distant geographical locations may not read about it. With a WWW site, anybody anywhere who can access to the Internet is a potential visitor to your WWW site, and thus a potential customer.

Timelessness

The WWW provides businesses the opportunity to open international markets, to network, to sell products and services and the ability to do all these anytime. We are not all on the same time zone and schedule. For example, your business may be world-wide but your office hours are not. But a WWW site can serve your clients, customers and partners 24 hours a day, 7 days a week.

Communication and Networking

One of the important aspects of business is making connections with other people or networking. For instance, passing out your business card is a courtesy of every good meeting and such meetings can turn into prospects. With the WWW, you can pass out more than your business card to millions world-wide. People can reach you on the WWW anytime, inexpensively and simply.

Information

One example of basic business information is a Yellow Pages advertisement: what a company does, its office hours, contact information, location, its methods of payment, and so on. With the WWW, one can have a Yellow Pages advertisement with instant communication. Unlike paper-base advertisement, the WWW also allows one to add multimedia information — sound, pictures and movies — to one's company's information to serve your potential customers.

2. Translate the following Chinese into English.

我们正生活在一个以知识为基础的社会中。信息技术的进步已经使公司有可能快速而灵活地互动。

电子商务首先是知识社会的产品。它的其他的基本组成要素是电信基础设施、计算和信息技术工具。缺少任何一个因素或各要素间不平衡都可能是造成新千年里贸易落后的一个主要原因。

电子商务的历史和两种现象有联系：互联网和电子数据交换。互联网和电子数据交换始于20世纪60年代，当时互联网主要用在科研实验室和教育机构，而电子数据交换则通过附加值网成为大公司的媒介。

1972年，第一个应用型电子邮件是随着一种新的网络技术的公开展示而发送成功的。互联网的技术突破到来了。这促成了一种新的能满足一种开放式网络体系环境的协议版本的