

全国高等职业教育规划教材 ● 电子商务专业

电子商务英语

DIANZI SHANGWU YINGYU

(第2版)

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教材特点

- 教材资料选自英文原版
- 教学难度安排由浅入深
- 文章内容兼顾专业知识与翻译技巧
- 突出翻译技巧和语法难点

全国高等职业教育规划教材·电子商务专业

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(第2版)

電子工業出版社

Publishing House of Electronics Industry

北京·BEIJING

内 容 简 介

本书主要内容选自英文原文文章,内容编排由浅入深,基本涵盖了电子商务的主要领域;文章内容适用,难度适中,语言流畅,既具有很强的专业性又具有很好的可读性。本书共分7个单元,包括互联网基础、电子商务基础、网络营销、互联网网站、企业电子商务、电子商务的安全技术和电子商务法等内容。

为了便于读者自学,本书选取的每一篇文章都被精心地翻译为了中文,附在课文之后。此外,本书精练地选取英语语法的重点、难点和翻译技巧加以讲解,这对于提高学生的阅读和翻译水平将起到很好的作用。

本书既可作为高等职业教育和大专院校电子商务等经管类专业学生的教材,也可供电子商务从业人员和企业管理人员阅读。

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图书在版编目(CIP)数据

电子商务英语/王冰主编.—2版.—北京:电子工业出版社,2011.1
全国高等职业教育规划教材·电子商务专业

ISBN 978-7-121-12321-4

I. ①电… II. ①王… III. ①电子商务—英语—高等学校:技术学校—教材 IV. ①H31

中国版本图书馆CIP数据核字(2010)第225525号

策划编辑:王沈平

责任编辑:王沈平 特约编辑:李玉兰 杨琳

印 刷:北京市李史山胶印厂

装 订:电子工业出版社

北京市海淀区万寿路173信箱 邮编 100036

开 本:787×1092 1/16 印张:16.75 字数:557.4千字

印 次:2011年1月第1次印刷

印 数:3000册 定价:29.00元

凡所购买电子工业出版社图书有缺损问题,请向购买书店调换。若书店售缺,请与本社发行部联系,联系及邮购电话:(010)88254888。

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出版说明

为了适应我国职业教育改革的要求,满足高等职业院校对新型财经类教材的需要,电子工业出版社从 2004 年开始出版财经类高等职业教育规划教材,目前已出版和正在出版“经济管理基础课”、“市场营销专业”、“财务会计专业”、“电子商务专业”、“连锁经营管理专业”和“国际贸易专业”,以及反映教学改革成果和经验的“教学改革示范系列”、“工作过程导向系列”和“任务驱动与项目导向系列”等教材。

由于教材主编多是全国性或地区性专业学会的专家、学者,国家级和省市级科研或教研项目的负责人和参与者,活跃在教学一线的“双师型”教师和企业精英,且教材全部配备了相应的教学资源;所以教材一经推出,就受到了相关院校师生的欢迎,众多教材荣获“普通高等教育‘十一五’国家级规划教材”、省市级优秀教材或科研成果等奖项,不少教材成为了市场畅销书。

为了贯彻和落实教育部 16 号文件精神,反映近年来我国高等职业教育改革的成果和经验,新近修订和出版的财经类教材力求体现教育部 16 号文件精神,体现教材对学生就业能力的培养,提高学生的实践能力、创造能力、就业能力和创业能力。

财经类系列教材具有以下主要特点。

(1) 教材内容和体系力图体现“工学结合”精神,突出教学过程的实践性、开放性和职业性,强化对高职学生职业能力的培养。

(2) 教材内容兼顾学历课程与职业资格应试要求,多种教材融“教、学、做”为一体,以“工学交替”、“任务驱动”、“项目导向”等形式,按岗位工作流程和需要进行编写,以便学生在毕业时顺利取得学历证书和职业资格证书。

(3) 教材内容适当引用实际案例,通过案例教学和实训操作,缩短学生校内学习与实际工作的距离,提升高职学生的岗位竞争能力,以期实现“教学与实践零距离,毕业与上岗零过渡”。

(4) 教材配有丰富的教学资源,为教学提供全方位、立体化的解决方案。教学资源除包括教学所必需的课程教学建议、电子教案和习题参考答案外,许多教材还增加了成套的模拟试卷及其答案和课程教学网站。利用教学资源,可为课程教学安排提出指导性意见,减轻教师的备课负担,解决教师在组织教学资料方面遇到的困难;同时,精美、形象的电子教案也有利于学生更好地理解教材内容,提高学习兴趣。

我们相信,财经类教材的出版,对于高等职业教育的改革与发展,以及高等职业专业人才的培养将起到积极的推动作用。我们希望,通过精心打造的优秀教学产品,让科学的教学理念、实用的专业知识在广大受众中得以传播。

电子工业出版社 职业教育分社

2010 年 8 月

教学资源网名称: 华信教育资源网

教学资源网地址: <http://www.hxedu.com.cn>

客户服务热线: 010-88254481; 传真: 010-88254483; 电子邮箱: hxedu@phei.com.cn

第2版前言

从2005年至今,是电子商务在中国快速发展并走向普及的时期。在这5年间,与电子商务有关的新技术、新业务层出不穷,电子商务成为中国信息产业技术创新、业务创新、服务创新和管理创新的重要领域之一,为我国增强经济竞争实力和赢得全球资源配置优势提供了有效的手段。加快发展电子商务,是贯彻落实科学发展观,以信息化带动工业化,以工业化促进信息化,走新型工业化道路的客观要求和必然选择。

电子商务的快速发展要求我们跟上时代的步伐,不断更新我们的知识体系。知识与实践能够相互促进,知识来源于实践,又应用于实践。知识工作者的使命就是从实践中总结经验、寻找规律、形成理论,然后再将理论传播开来,让更多的人能够用这些知识去指导实践。电子商务的快速发展要求每个电子商务工作者不断地学习和研究。因为只有不断学习和研究,才能跟上电子商务发展的时代步伐。

目前,国内的电子商务教学非常重视与国际接轨,电子商务英语课程逐渐为广大师生所重视。由于电子商务的快速发展,移动商务的逐渐普及,新的商务模式和电子营销方式层出不穷,因此有必要对教材进行修订。第2版教材对第1、2、3、4、7单元的部分内容进行了认真的修订,增加了有关移动商务和电子出版方面的文章。新修订的教材,其内容将能涵盖电子商务的技术进步,译文更加精准,语法部分和注释也做了必要的修改。为了适应教学的需要,电子教案也配合教材内容同步进行了更新。

本书是集体智慧的结晶。由马焕新和李红梅老师编写第1单元,刘振铎老师编写第2单元、贺忠老师编写第3单元;第4单元至第7单元由本人编写,由王锦老师担任模拟试题部分的编写和电子教案的编撰工作并审核全书稿件;全书由本人统稿。第2版的修订和新编部分由王冰和赵立坤老师编写;由王锦担任主审。在这里,作者还要感谢电子工业出版社王沈平编辑的大力协助。由于时间仓促,书中值得商榷之处在所难免,不妥之处,还望广大同行给予指出。

王 冰

2010年10月16日于北京邮电大学

第 1 版前言

本书是为电子商务高职高专学生进行专业英语学习而编写的，其目的在于使学生通过英语原文的学习，了解其语言特色和写作风格，为阅读信息科学和相关专业英文原版资料做好准备。通过学习本书所选时文，读者不仅可以掌握电子商务的基本面貌，还有助于阅读、翻译和撰写英语科技论文。本书除适用于电子商务专业之外，还可作为管理信息系统、信息应用、经济与管理类专业学生和其他英语爱好者从英语角度学习和了解电子商务的参考书。

电子商务是一个新兴学科，这个学科所包含的知识十分丰富并不断发展着。作为一个电子商务专业的学生，不仅要了解计算机、网络等技术方面的知识，还要掌握市场、金融、管理、商贸、法律、税务等商务方面的知识。网络使世界变小了，中国与世界的距离也在缩小，国际交流日益频繁。我们必须在学习他国先进的电子商务理论与实践的基础上有所创新和发展，才能逐步提高学科水平。中国有句古话“授人以鱼不如授人以渔”。电子商务专业英语对于电子商务的专业人员来讲是一把披荆斩棘的利器。

本书选取了一些英文原文文章，在内容的编排上由浅入深，基本涵盖了电子商务的主要领域。这些文章难度适中，语言流畅，既具有很强的专业性，又具有很好的可读性。本书共分 7 个单元，其中包括互联网基础、电子商务基础、网络营销、互联网网站、企业电子商务、电子商务的安全技术和电子商务法。为了便于读者自学，本书选取的每一篇文章都被精心地翻译为中文，附在课文之后。

本书是集体智慧的结晶。由马焕新和李红梅老师编写第 1 单元，刘振铎老师编写第 2 单元、贺忠老师编写第 3 单元；第 4 单元至第 7 单元由王冰编写，由王锦老师担任模拟试题部分的编写和电子教案的编撰工作并对稿件进行审阅；全书由王冰统稿。本书由王锦担任主审。由于时间仓促，书中值得商榷之处在所难免，诚恳地希望各位读者及各位研究和从事相关工作的学者、专家提出宝贵意见。

编 者

2005 年 10 月于北京邮电大学

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Unit 1

The Internet Basics

单元学习指导

本单元简要介绍互联网及互联网发明的过程，继而介绍互联网中最主要的组成部分——万维网，最后介绍互联网是如何工作的。

通过本单元的学习，读者应该掌握以下内容并且能够用英语表达：

- 什么是互联网
- 电子邮件的寻址过程
- 互联网是如何发展起来的
- 万维网的定义
- 超文本的概念
- 万维网的 URL 和域名系统
- 互联网的 IP 地址格式
- 互联网的基础结构

Lesson 1 The Basic Principal of E-mail

The Internet, sometimes called simply “the Net”, is a worldwide system of computer networks—a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). 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, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster.

Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol.

For many Internet users, electronic mail (E-mail) has practically replaced the Postal Service for short written transactions. Electronic mail is the most widely used application on the Net. You can also carry on live “conversations” with other computer users, using Internet Relay Chat (IRC). More recently, Internet telephony hardware and software allows real-time voice conversations.

The function of the Postal Service is very similar to that of the Internet, as it is designed to transfer information and resources between locations in the United States. Individuals place letters into the Postal Service’s care using a common methodology (protocol) and the Postal Service uses a standard method for directing a letter from its source to its destination.

A house with a mailbox is equivalent to a computer on a network. That house’s neighborhood with it’s Postal Service worker is equivalent to an individual network. With this in mind, consider these two examples:

On Elm Street in Raleigh, North Carolina, the woman who lives in the red house (110 Elm Street) would like to send a complaint letter to the man who owns three barking dogs in the blue house (119 Elm Street). The woman composes a letter to the offensive dog-owner and then delivers it herself to his mailbox. She can easily find the blue house, since it is directly across the street from her.

Down the street, in 200 Elm Street in Raleigh, North Carolina, a woman wishes to send a letter to her grandson, who lives at 318 Oak Street in Springfield, Ohio. She composes the letter, but is unable to deliver it herself, because she does not know how to get to that exact address, or even to Springfield, Ohio. She seeks the help of the Postal Service by properly-addressing the

letter and leaving it in her mailbox with the flag up.

A Postal Service worker takes the letter from the woman's mailbox to the Post Office in Raleigh, NC. While there is no way to send the letter directly to 318 Oak Street in Springfield, Ohio, the staff at the Raleigh Post Office are able to send the letter to the Washington, D.C. Sorting Facility that can route it towards Springfield. The letter is sent to the Sorting Facility, where it is sent to the Springfield, Ohio Post Office, and from there, the letter is given to the Post Office worker assigned to Oak Street. The Postal worker delivers the letter to the mailbox at 318 Oak Street in Springfield, Ohio.

In the first example, we see how a small network operates. Member computers of that network can easily send items to their peers, as they are all within "eyesight" of each other and can easily find one another. In the second example, there is an "inter-network". A member of one network can send items to a member of a second network by passing that item through a system that can "route" the item to its destination.

While houses with mailboxes have street addresses, computers on networks have "IP Addresses". Under the most common standard, these IP Addresses are made up of four numbers between 1 and 255, separated by periods. Here are some example IP Addresses:

Typically, the first three numbers represent the network (or "street") and the last number identifies the particular computer (the "house/mailbox"). In the three numbers that represent the network also become more specific, with the first number usually referring to a large block of networks, the second to a smaller block, and the third to an even smaller block.

Let's assume that the computer that has the IP Address of 209.178.41.76 needs to send a piece of data to the computer with the address of 64.54.23.198. The source computer knows from the first three numbers in the target address that the destination computer is in a different network. The source computer will need outside assistance to send the data to its destination. Every network on the Internet has at least one member computer that serves as a "gateway" to the outside world. This member is equivalent to the Postal Service workers assigned to Elm Street and Oak Street, as it only has the ability to send data in the correct general direction rather than in the exact direction. This gateway can also receive data from another network and deliver it to a specific member computer in its network. This gateway computer is often a specialized computer, not a normal desktop PC.

The gateway will not know how to send the data directly to the gateway for 64.54.23.198's network, but it will be able to send the data to a larger gateway, called a router, which can make a better decision on the best direction for the data. This is equivalent to Elm Street's Postal Service worker taking the letter to the Raleigh, North Carolina Post Office. The larger router will know of an even larger, more important router that can make the best decision for the direction of the data, and it will send the data to that larger router, just as the Raleigh Post Office will send the letter to the Washington Sorting Facility for routing to Springfield. The larger router sends the data to the router responsible for all networks with "64.54" in their addresses, equivalent to the Springfield

Post Office, and the "64.54" router sends the data to the gateway for the "64.54.23" network, equivalent to the Oak Street Postal Worker. This gateway delivers the data to its target, the computer with the 64.54.23.178 address.

Vocabulary

- conceive *vt.* 构思
 original *adj.* 最初的, 原始的
 route *n.* 路线; *v.* 发送
 cooperate *vi.* 合作, 协作
 period *n.* 一段时间, 一节, 句号, 小数点
 facility *n.* 容易, 灵巧, 设备, 工具
 instant *adj.* 即时的, 立即的
 relevant *adj.* 相关的
 equivalent *adj.* 相当的

Phrases

- self-sustaining 自支持, 自持续
 Transmission Control Protocol/Internet Protocol (TCP/IP) 传输控制协议/网际协议
 electronic mail (E-mail) 电子邮件
 Internet Relay Chat (IRC) 在线聊天系统
 the sorting facility 分拣中心
 real-time 实时
 change into 改变, 变化, 变成
 transfer to 迁移, 移动

Notes

(1) Intranet 企业内联网, 有时又称内部网络或者企业内部网, Intranet 是一套基于 Internet 标准和协议的技术, 用这种技术建成的网络, 包括局域网和广域网。Intranet 主要运行在企业内部, 可以连接到 Internet, 并通过防火墙来保护 Intranet; 也可以局限于企业内部, 独立运行。

与 Internet 相比, Intranet 具有以下优点:

- 在网络安全方面提供更加有效的控制措施, 弥补了 Internet 安全保密方面的不足;
- Intranet 的信息传输速度一般比 Internet 要快得多;
- 从企业或机构的角度来看, Internet 是面向全球的, 而 Intranet 是面向各单位内部的。Intranet 可以说是 Internet 的企业版本, 是一个企业内部的 Internet。

(2) Extranet 又称外联网。使用互联网技术 (如 WWW 和 TCP/IP) 建立的支持企业或