高等学校电子商务系列教材

电子商务专业英语 (第二版)

□ 宋德富　司爱侠　张强华　张美兰　编著
□ 顾问　（美）Kenneth A. Peterson　Scott Oberg

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内容提要

为了紧跟电子商务专业的迅速发展，《电子商务专业英语》（第二版）在内容上做了全面的调整、更新与补充。全书第一部分集中介绍电子商务基础，以 Unit 1 的新选课文 Electronic Business 作为统领，后续课文包括 B2B、B2C、电子商务基础构架、客户关系管理、物流与供应链管理、数据加密标准等；第二部分围绕网上交易、安全技术选取材料，内容包括在线支付、安全电子交易、电子货币、网上银行等。课文的选材注重时效性、实用性、前瞻性和专业深度的合理性。

为了便于教师教学与学生自学，每篇课文的新单词都注有国际音标；课文理解题目的设计方式更加方便读者对照课文的相关部分学习；围绕专业词汇的多种练习方式帮助练习者记忆并学会使用它们；英译汉翻译习题、复习课的阅读理解题综合地提供了重要的电子商务概念的释义和著名的电子商务公司及电子商务软件的介绍。全书最后给出的词汇总表和主课文的参考译文便于读者随时查阅。

本书可作为高等学校电子商务、计算机及信息管理等专业的专业英语教材，也可供各种培训班及具备一定英语基础的人员自学使用。

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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的广泛应用，通过 Internet 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一大趋势。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，更快地满足客户要求；也可以让企业在全球范围内选择最佳供应商，在全球市场上销售商品，并能够大大缩减生产和销售成本。

电子商务是一种全新的经济形态、全新的经济模式，要取代传统的以 GDP 来衡量的经济模式，是整个社会范围内的一次全新的巨大变革和发展，因此，需要有一支浩大的、有活力的、有创新能力的管理队伍和技术队伍，这样才能尽快促进我国的新经济发展，缩小与发达国家的差距。正因为如此，今天许多高等院校都设有与电子商务相关的专业，而“电子商务专业英语”自然成了这些专业的必修课程。

电子商务专业发展迅速，《电子商务专业英语》（第二版）与时俱进，在内容上做了全面调整、更新与补充。全书第一部分集中介绍电子商务基础，以 Unit 1 的新选课文 Electronic Business 作为统领，后续课文包括 B2B、B2C、电子商务基础构架、客户关系管理、物流与供应链管理、数据加密标准等；第二部分围绕网上交易、安全技术选取材料，内容包括在线支付、安全电子交易、电子货币、网上银行等。课文的选材注意时效性、实用性、前瞻性和专业深度的合理性。为便于教师教学与学生自学，每篇课文新单词都注有国际音标；课文理解题目的设计方式更加方便读者对照课文的相关部分；围绕专业词汇的多种练习方式帮助读者记忆并学会使用它们；英译汉翻译习题、复习课的阅读理解题兼顾性地提供了课文中涉及的电子商务概念的释义和著名的电子商务公司及相关的电子商务软件的介绍；全书最后给出的词汇总表和主课文的参考译文便于读者随时查阅。全书内容包括了电子商务涉及的多个方面，各章内容安排环环紧扣，使全书形成了一个完整的知识体系。

本书以单元为单位。除 Unit 8 和 Unit 16 外，每个单元包括：Passage、New Words、Phrases、Abbreviations、Notes to Passage、Comprehension Exercises to Passage、Exercises to Terms and Vocabularies、Translation Exercises、Passage for Reading、Exercises to Passage for Reading 等。新单词及其级别界定的依据是教育部高等教育司最新印发的《大学英语课程教学要求（试行）》参考词汇表中收录的词汇。凡涉及网络、通信、计算机、商贸等电子商务词汇全部定为**级（常用电子商务词汇）；较高要求和更高要求中的单词也确定为新词，定为*级（基础词汇）；超出了

更高要求、又并非电子商务词汇的单词确定为***级（超纲词汇）。*和**级词汇应该是本课程学习、练习和考查的重点。把一般要求中相对生僻的单词也作为新单词列出是为了让部分专科院校相关专业的学生也能使用本书。

本书安排了丰富的练习，既有针对课文和阅读材料的练习，也有关于电子商务和网络术语的练习，对使用频率极高的动词也设计了一定数量的练习。Notes to the Passage 部分重点讲解、解剖长句难句，便于学生课后自我消化时使用。

本书可作为普通高等院校各相关专业（电子商务、计算机、网络、软件、信息管理、网络营销、会计、物流等）的专业英语课教材，也可供各种培训班使用，还适合有一定英语基础的人员自学使用。

选用本书教学的任课教师可以通过 E-mail 与作者联系：sdfzml@vip.sina.com；zqh3882355@sina.com，获得练习答案和阅读材料的译文。

本书的编写得到了美国波音公司计算机软件专家 Peterson 先生和美国卡特彼勒公司 Scott Oberg 先生的大力支持，他们不厌其烦地给我们解答问题，保证了我们对原文的正确理解；美国泰瑞达（Teradyne）公司高级工程师宋量量先生给本书提供了充足的材料；浙江万里学院的张千帆先生和徐州工程学院的孙正峰先生对主课文和阅读材料进行了翻译和校对。在此，谨向他们一并表示衷心的感谢。

由于时间有限，书中错误之处在所难免，敬请读者指正。

编　者

2009 年 1 月

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目　录

CONTENTS

Unit 1 1

Passage: Electronic Business ····· 1

New Words ····· 4

Phrases ····· 5

Abbreviations ····· 5

Notes to the Passage ····· 6

Comprehension Exercises to the Passage ····· 8

Exercises to Terms and Vocabularies ····· 10

Translation Exercises ····· 12

Passage for Reading: E-commerce ····· 12

Exercises to the Passage for Reading ····· 16

Unit 2 18

Passage: The ABCs of B2B ····· 18

New Words ····· 22

Phrases ····· 23

Abbreviations ····· 24

Notes to the Passage ····· 24

Comprehension Exercises to the Passage ····· 27

Exercises to Terms and Vocabularies ····· 29

Translation Exercises ····· 30

Passage for Reading: The E-marketplace Builder ····· 31

Exercises to the Passage for Reading ····· 34

Unit 3 36

Passage: The ABCs of B2C ····· 36

New Words ····39
Phrases ····41
Abbreviations ····42
Notes to the Passage ····42
Comprehension Exercises to the Passage ····44
Exercises to Terms and Vocabularies ····46
Translation Exercises ····47
Passage for Reading: The ABCs of ERP ····48
Exercises to the Passage for Reading ····53

Unit 4 55

Passage: E-business Infrastructure ····55
New Words ····58
Phrases ····60
Abbreviations ····60
Notes to the Passage ····60
Comprehension Exercises to the Passage ····62
Exercises to Terms and Vocabularies ····65
Translation Exercises ····66
Passage for Reading: On-line Shopping ····66
Exercises to the Passage for Reading ····70

Unit 5 72

Passage: Customer Relationship Management ····72
New Words ····75
Phrases ····76
Abbreviations ····76
Notes to the Passage ····76
Comprehension Exercises to the Passage ····78
Exercises to Terms and Vocabularies ····81
Translation Exercises ····82
Passage for Reading: Business Models on the Web ····82
Exercises to the Passage for Reading ····87

Unit 6 90

Passage: Supply Chain Management ····90

New Words ····· 93
Phrases ····· 94
Notes to the Passage ····· 94
Comprehension Exercises to the Passage ····· 95
Exercises to Terms and Vocabularies ····· 98
Translation Exercises ····· 99
Passage for Reading: Supply-chain Council ····· 100
Exercises to the Passage for Reading ····· 102

Unit 7 104

Passage: The DES ····· 104
New Words ····· 106
Phrases ····· 107
Abbreviations ····· 108
Notes to the Passage ····· 108
Comprehension Exercises to the Passage ····· 109
Exercises to Terms and Vocabularies ····· 111
Translation Exercises ····· 112
Passage for Reading: eBay ····· 112
Exercises to the Passage for Reading ····· 117

Unit 8 120

Revision Ⅰ ····· 120

Unit 9 133

Passage: On-line Payment: the Search for a Complete Solution Continues ····· 133
New Words ····· 136
Phrases ····· 136
Abbreviations ····· 137
Notes to the Passage ····· 137
Comprehension Exercises to the Passage ····· 138
Exercises to Terms and Vocabularies ····· 140
Translation Exercises ····· 142
Passage for Reading: Challenge ····· 142
Exercises to the Passage for Reading ····· 145

Unit 10 147

Passage: Secure Electronic Transactions ····147
New Words ····149
Phrases ····150
Abbreviations ····150
Notes to the Passage ····150
Comprehension Exercises to the Passage ····151
Exercises to Terms and Vocabularies ····153
Translation Exercises ····155
Passage for Reading: A Smart Card for Everyone? ····156
Exercises to the Passage for Reading ····159

Unit 11 162

Passage: Introduction to E-money ····162
New Words ····167
Phrases ····168
Abbreviations ····168
Notes to the Passage ····168
Comprehension Exercises to the Passage ····169
Exercises to Terms and Vocabularies ····172
Translation Exercises ····173
Passage for Reading: Electronic Money Mini-FAQ ····174
Exercises to the Passage for Reading ····176

Unit 12 178

Passage: Encryption Tutorial ····178
New Words ····181
Phrases ····182
Abbreviations ····182
Notes to the Passage ····183
Comprehension Exercises to the Passage ····183
Exercises to Terms and Vocabularies ····186
Translation Exercises ····187
Passage for Reading: Getting Started with PGP ····187
Exercises to the Passage for Reading ····190

Unit 13 192

Passage: Channel Management ····· 192
New Words ····· 195
Phrases ····· 195
Abbreviations ····· 196
Notes to the Passage ····· 196
Comprehension Exercises to the Passage ····· 198
Exercises to Terms and Vocabularies ····· 200
Translation Exercises ····· 202
Passage for Reading: 10 Future Web Trends ····· 203
Exercises to the Passage for Reading ····· 208

Unit 14 211

Passage: Introduction to Payment Card Systems (Ⅰ) ····· 211
New Words ····· 214
Phrases ····· 214
Abbreviations ····· 214
Notes to the Passage ····· 214
Comprehension Exercises to the Passage ····· 215
Exercises to Terms and Vocabularies ····· 217
Translation Exercises ····· 218
Passage for Reading: Introduction to Payment Card Systems(Ⅱ) ····· 219
Exercises to the Passage for Reading ····· 222

Unit 15 224

Passage: Staying Safe in the E-commerce Jungle ····· 224
New Words ····· 227
Phrases ····· 228
Abbreviations ····· 228
Notes to the Passage ····· 228
Comprehension Exercises to the Passage ····· 230
Exercises to Terms and Vocabularies ····· 232
Translation Exercises ····· 233
Passage for Reading: XHTML ····· 234
Exercises to the Passage for Reading ····· 237

Unit 16 239

Revision II ····239

附录一 词汇总表 250

1. 单词总表····250
2. 短语总表····272
3. 缩略语总表····287
4. 部分专用名词总表····292

附录二 主课文参考译文 296

Unit 1 电子企业····296
Unit 2 企业间电子商务初步····298
Unit 3 B2C 初步 ····301
Unit 4 电子商务基础构架····304
Unit 5 客户关系管理····307
Unit 6 供应链管理····310
Unit 7 数据加密标准····312
Unit 9 在线支付：继续寻求完整方案····314
Unit 10 安全电子交易····316
Unit 11 电子货币介绍····317
Unit 12 加密指南····321
Unit 13 渠道管理····324
Unit 14 支付卡系统介绍····326
Unit 15 在电子商务丛林中确保安全····329

主要参考网站 332

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Unit 1

Passage: Electronic Business

[Para 1] Electronic Business, commonly referred to as "eBusiness" or "e-business", may be defined as the utilisation of information and communication technologies (ICT) in support of all the activities of business. Commerce constitutes the exchange of products and services between businesses, groups and individuals and hence can be seen as one of the essential activities of any business. Hence, electronic commerce or eCommerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses.

[Para 2] Electronic business methods enable companies to link their internal and external data processing systems more efficiently and flexibly, to work more closely with suppliers and partners, and to better satisfy the needs and expectations of their customers.

[Para 3] In practice, e-business is more than just e-commerce. While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy. E-commerce seeks to add revenue streams using the World Wide Web or the Internet to build and enhance relationships with clients and partners and to improve efficiency using the Empty Vessel strategy. Often, e-commerce involves the application of knowledge management systems.

[Para 4] E-business involves business processes spanning the entire value chain: electronic purchasing and supply chain management, processing orders electronically, handling customer service, and cooperating with business partners. Special technical standards for e-business facilitate the exchange of data between companies. E-business software solutions allow the integration of intra and inter firm business processes. E-business can be conducted using the Web, the Internet, intranets, extranets, or some combination of these.

1. Business-to-Business

[Para 5] Business-to-Business (B2B) is a term commonly used to describe electronic commerce

transactions between businesses, as opposed to those between businesses and other groups, such as business and individual consumers (B2C) or business and government (B2G).

[Para 6] B2B is also commonly used as an adjective to describe any activity, be it B2B marketing, sales, or e-commerce, that occurs between businesses and other businesses rather than between businesses and consumers. Similar to B2B, B2G is often meant to refer to B2G marketing.

2. Business-to-Consumer

[Para 7] Business-to-Consumer (B2C, sometimes also called Business-to-Customer) describes activities of e-businesses serving end consumers with products and/or services. It is often associated with electronic commerce but also encompasses financial institutions and other types of businesses. B2C relationships are often established and cultivated through some form of Internet marketing.

3. Consumer-to-Consumer

[Para 8] Consumer-to-Consumer (C2C) electronic commerce involves the electronically-facilitated transactions between consumers through some third party. A common example is the on-line auction, in which a consumer posts an item for sale and other consumers bid to purchase it; the third party generally charges a flat fee or commission. The sites are only intermediaries, just there to match consumers. They do not have to check quality of the products being offered. Examples of C2C include eBay, Craigslist and Amazon.com.

[Para 9] This type of e-commerce is expected to increase in the future because it cuts out the costs of using another company. Here is an example on how it could change in the future from Management Information Systems. If you are driving around in a car, someone having a garage sale can transmit to your GPS advertising their garage sale. This will reach a larger population than just signs. However it has the following shortcomings:

- No quality control
- No payment guarantee
- Hard to pay for using cheques, ATM cards, etc. but in the future this is likely to change.

4. Consumer-to-Business

[Para 10] Consumer-to-Business (C2B) is an electronic commerce business model in which consumers (individuals) offer products and services to companies and the companies pay them. This business model is a complete reversal of traditional business model where companies offer goods and services to consumers.

[Para 11] This kind of economic relationship is qualified as an inverted business model. The advent of the C2B scheme is due to major changes:

• Connecting a large group of people to a bidirectional network has made this sort of commercial relationship possible. The large traditional media outlets are one direction relationship whereas the Internet is bidirectional one.

• Decreased cost of technology: Individuals now have access to technologies that were once only available to large companies (digital printing and acquisition technology, high performance computer, powerful software).

5. Government-to-Citizen

[Para 12] Government-to-Citizen (G2C) is the on-line non-commercial interaction between local and central Government and private individuals, rather than the commercial business sector G2B. For example Government sectors become visibly open to the public domain via a Web portal, thus making public services and information accessible to all. One such Web portal is Government Gateway.

6. Government-to-Government

[Para 13] Government-to-Government (G2G) is the on-line non-commercial interaction between Government organisations, departments, and authorities and other Government organisations, departments, and authorities. Its use is common in the UK, along with G2C, the on-line non-commercial interaction of local and central Government and private individuals, and G2B the on-line non-commercial interaction of local and central Government and the commercial business sector.

[Para 14] G2G systems generally come in one of two types:

[Para 15] Internal facing—joining up a single Governments departments, agencies, organisations and authorities—examples include the integration aspect of the Government Gateway, and the UK NHS Connecting for Health Data SPINE.

[Para 16] External facing—joining up multiple Governments IS systems—an example would include the integration aspect of the Schengen Information System (SIS), developed to meet the requirements of the Schengen Agreement.

7. Government-to-Business

[Para 17] Government-to-Business (G2B) is the on-line non-commercial interaction between local and central government and the commercial business sector, rather than private individuals (G2C). For example http://www.dti.gov.uk is a government Web site where businesses can get information and advice on e-business "best practice".

8. Business-to-Government

[Para 18] Business-to-Government (B2G) is a derivative of B2B marketing and referred to as a

market definition of "Public Sector Marketing" which encompasses marketing products and services to the U.S. Government through Integrated Marketing Communications techniques such as strategic public relations, branding, marcom, advertising, Web-based communications to Uncle Sam.

9. Business-to-Employee

[Para 19] Business-to-Employee (B2E) electronic commerce uses an intrabusiness network which allows companies to provide products and/or services to their employees. Typically, companies use B2E networks to automate employee-related corporate processes.

[Para 20] Examples of B2E applications include:

- On-line insurance policy management
- Corporate announcement dissemination
- On-line supply requests
- Special employee offers
- Employee benefits reporting
- Special discounts to employees

New Words

*	accessible [ək'sesəbl]	*adj.*	易接近的，易受影响的
*	acquisition [ˌækwi'ziʃən]	*n.*	采集，获得；获得物
*	advent ['ædvənt]	*n.*	（尤指不寻常的人或事）出现
**	application [ˌæpli'keiʃən]	*n.*	应用；申请；应用程序
**	auction ['ɔ:kʃən]	*n.*	拍卖
		vt.	拍卖
**	bid	*vt.*	出价，投标，祝愿，命令，吩咐
		n.	出价，投标
**	bidirectional [ˌbaidi'rekʃənəl]	*adj.*	双向的
**	branding ['brændiŋ]	*n.*	公司标牌设计；品牌
**	commission [kə'miʃən]	*n.*	佣金；委任，委托，代办（权）
		vt.	委任，任命，委托，委托制作
*	constitute ['kɔnstitju:t]	*vt.*	由…构成/组成；制定，建立
*	counselor ['kaunsələ]	*n.*	顾问，法律顾问；辅导
*	derivative [di'rivətiv]	*adj.*	引出的，系出的
		n.	派生的事物，派生词
*	dissemination [diˌsemi'neiʃən]	*n.*	分发；传播
**	electronically-facilitated	*adj.*	电子化的

*	empower [im'pauə]	*vt.*	授权与，使能够
*	encompass [in'kʌmpəs]	*vt.*	包围；包含，包括；构成
**	integration [ˌinti'greiʃən]	*n.*	整合，综合
*	inter- ['intə]	*prefix*	构成 *adj.* = between
**	interaction [ˌintər'ækʃən]	*n.*	互动，交互作用；交感
**	intermediary [ˌintə'mi:diəri]	*n.*	仲裁者，调解者，中间商
		adj.	中间的，媒介的
*	intra- ['intrə]	*prefix*	构成 *adj.* = within
**	intrabusiness	*n.*	内联企业
*	inverted [in'və:tid]	*adj.*	反向的，倒转的
*	reversal [ri'və:səl]	*n.*	颠倒，反转，反向；撤销
*	scheme [ski:m]	*n.*	模式，安排，计划，方案
		vt.& vi.	计划，设计，图谋，策划
*	utilisation [ˌju:tilai'zeiʃən]	*n.*	使用（= utilization）

说明：*号为基础词汇；**为常用电子商务词汇；***为超纲词汇。

Phrases

acquisition technology	采集技术
bidirectional network	双向网络
corporate processes	企业流程
external facing	面向外部的
flat fee	一次性收费
government gateway	政府门户
insurance policy	保险单
integrated marketing communications	整合营销传播
integration aspect	一体化
internal facing	面向内部的
media outlets	媒体
public domain	公共领域
public sector marketing	国营部门营销
Web portal	门户网站

Abbreviations

GPS	Global Positioning System	全球定位系统
ICT	information and communication technologies	信息和通信技术

IS	Information System	信息系统
marcom	Marketing communication manager	营销传播管理程序
NHS	National Health Service	（英国）全国卫生服务系统
SIS	Schengen Information System	申根信息系统

Notes to the Passage

1. **[Para 1]** Hence, electronic commerce or eCommerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses.
本句前面讲了 e-business 和 e-commerce 的差异，这里进一步明确 e-commerce 的任务，就是“充分利用信息通信技术，确保企业的一切外部活动以及企业与个人、团体和其他企业的正常关系”。
2. **[Para 3]** While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy.
While 表示对照，分别阐述 e-business 和 e-commerce 的差异，“e-business 更加注重战略，重视使用电子技术操作的作用；e-commerce 是 e-business 总体战略的一个分支”。
3. **[Para 3]** E-commerce seeks to add revenue streams using the World Wide Web or the Internet to build and enhance relationships with clients and partners and to improve efficiency using the Empty Vessel strategy.
本句讲 e-commerce 两大努力目标，使用 seek to do sth. 句型，第一是 to add revenue streams “增加财源”，第二是 to improve efficiency“提高效率”；分别采用的办法是：using the World Wide Web or the Internet to build and enhance relationships with clients and partners“利用万维网或因特网建立和提高与客户和合作伙伴的关系”；using the Empty Vessel strategy “采用‘空容器战略’”。所谓 the Empty Vessel strategy 见以下解释：先看 William Shakespeare（莎士比亚）的名句 the empty vessel makes the loudest sound. “空容器发出最响的声音”。为了保护自己公司和公司的产品，人们采用“空容器”商标或标牌，请读：In the 21st century, with the explosive popularity of the World Wide Web, domain names, and trademark disputes, it has become important for companies to derive names that are easier to protect. Empty vessel names provide a unique moniker(名字)for products and companies that nobody can dispute. 这些稀奇古怪的名字成了响当当的公司或商标名。
4. **[Para 4]** E-business software solutions allow the integration of intra and inter firm business processes.
E-business software solutions 即“E-business 软件方案”；the integration of intra and inter firm business processes 即“把内部和外部的公司业务流程整合起来”。
intra- *prefix* used to form adjectives meaning “within” (the stated place or group):
intra-EU trade 欧盟内贸易；intrafamily disputes 家庭内的争论
inter- (BETWEEN) *prefix* used to form adjectives meaning “between or among the stated people, things or places” :

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