



21世纪**电子商务**专业核心课程系列教材  
全国高等院校电子商务联编教材



姚国章 主 编

# 新编电子商务英语

## New E-Business English



北京大学出版社  
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• 北 京 •

## 内 容 简 介

本书结合电子商务专业教学的实际需要,从国际权威机构、知名媒体和专业网站等途径选取 30 篇较有代表性的电子商务专业课文,这些课文具有比较强的实用性、新颖性和前瞻性,比较适合国内学习和研究电子商务的师生阅读。全书注重培养读者通过英语阅读提高学习和钻研电子商务专业知识的能力,希望通过课堂教学或个人自学,让读者能对当今国际电子商务的新理论、新应用和新趋势有一个比较全面的理解与把握,以激发读者通过英语学习电子商务的热情和兴趣,进一步拓宽电子商务的专业视野和研究视角。

本书适合电子商务本专科专业及相关专业硕士研究生教学,也适合个人自学之用,对有志于从事电子商务研究的读者同样会有较大的参考价值。

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# 新版前言

《电子商务英语》自 2005 年 5 月出版以来,经过三年的市场检验,取得了比较好的市场反馈,已被数十所大学选作电子商务及其相关专业的英语教材,受到了读者的欢迎。可以说,该书的出版为促进我国电子商务教学的健康、快速发展和电子商务专业人才的培养起到了积极的作用。

不少读者在使用该书的过程中,对存在的错误和有待改进之处提出了很多中肯的批评和宝贵的建议。比如,专门从事科技英语翻译工作的黄奇玉老师不厌其烦地对全书需要进一步润色的翻译提出了详细的修改建议;又如,长期从事专业英语教学的陈海燕老师对生词的标注以及注释等问题提出了很好的建议。读者的支持和信任给了笔者极大的鼓励,“为读者奉献更高水平、更富价值的电子商务英语专业读物”成了笔者铭记在心的光荣使命。

本书是在对《电子商务英语》一书存在的不足之处进行系统梳理的基础上,增加了 9 篇新的课文和 1 篇附录后编写而成的。与原书相比,无论是在篇幅、广度,还是在深度方面都有了质的提升,特别是新增加的多篇电子商务案例课文和数篇具有一定深度的综合性课文,对促进读者对电子商务的理解和把握有着很大的帮助。

全书分成“电子商务概述”、“电子化营销与电子金融”、“企业电子商务”、“行业电子商务”、“电子商务案例”、“电子商务技术与安全”和“电子商务综合”等 7 篇,每篇安排了 4~5 篇课文,大致覆盖了当今国内外电子商务发展的重点、热点领域,读者可根据自己的需要进行“精读”或“泛读”。在用作本科专业的教材时,建议课堂教学以不少于 32 学时为宜,48 学时为佳,每一大“篇”中可选择 2 篇左右的课文在课堂讲解,其余可安排学生自学。

课文中的生词选取基本以是否超过大学英语四级词汇表作为判断依据,也就是说,对没有选入四级词汇表或词汇表中释义与文中不符的,基本上都在书中作了标注。有些标注不当或漏标的生词,期待老师和同学批评指正。

本书的顺利成稿,得益于笔者所教过的一群电子商务专业和英语专业学生的大力帮助,他们是贾嫚嫚、曹雷、郑秋艳、赵晨、郭彦芝、丁玉洁、周晓钰、邹彩燕、张娟华、范云一、陈俊霖、杨凯,特别是英语专业的贾嫚嫚同学在组织大家参与书稿修订和编写的过程中表现出了出色的组织能力和扎实的专业功底。另外,研究生赵晨同学还十分细致地完成了全书的校阅工作。正是这群对电子商务发展充满热情、虚心好学又富有责任心的同学的贡献,使得本书更富有青春朝气,而且与老师、同学也有了更多的亲情感。原来参与《电子商务英语》编写的张震老师和陈立梅老师对本书的贡献同样是不可低估的,在书中的很多地方闪烁着他们智慧的光芒。

值得一提的是,在长达八年的愉快合作中,北京大学出版社的黄庆生主任自始至终对

笔者给予了热情的鼓励和大力的帮助，本书的出版可以说是我们又一次成功合作的结晶。编辑部胡伟晔老师认真负责的精神令笔者深深感动，当我第一次看到经她“精雕细琢”般编辑的《电子商务英语》样书时，真有些喜出望外。李亮老师完成的封面设计清新典雅，充满着灵气和自信。正是因为有这么多幕后英雄的默默奉献，本书的质量才得以不断提升。

电子商务是一个发展迅猛的领域，新理论、新知识、新现象层出不穷，限于时间、精力、能力和水平，笔者最大的愿望是成为一个不落伍的“好学生”，和亲爱的读者一起去探索一个又一个充满神奇的未知领地。

本书是诸多老师和同学共同努力的成果，其中的缺点和错误在所难免，主要责任由笔者承担。恳请各位读者批评指正，并期待您能及时反馈。

姚国章 (yaogz@vip.sina.com)

2008年5月

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# Chapter 1 An Overview of E-Business

## 第 1 篇 电子商务概述

-  E-Business Basics
-  E-Commerce/E-Business in the New Economy
-  Six Principles to Guide the Development of Global E-Commerce
-  The Global E-Business Environment



# Unit 1 E-Business Basics



## Introduction

This Info-Guide is designed for beginners. It will help you understand the concept of e-Business and how e-Business can improve your own business processes. You will be able to test your own e-Business readiness and learn where to go for more information on getting started with e-Business.

As we know that electronic commerce, B2C, or e-Commerce refers to online sales. Electronic business or e-Business, on the other hand, refers to more than just selling online.

E-Business is about utilizing Internet technologies — such as simple e-mail, online banking solutions, websites, and more sophisticated applications such as web-based customer relationship management solutions — to provide superior customer service, streamline business processes, increase sales and reduce costs.

Therefore, any business owner who uses the Internet to develop or enhance their business is using e-Business. This means that you may already be using e-Business in your own business.

## Understanding Internet Technology and Its Relation to E-Business

### The Internet and the World Wide Web

The Internet is an electronic communications network that allows computers around the world to “talk” to each other. Any computer that is connected to the Internet can exchange information with other connected computers.

The World Wide Web, or simply the Web, is a subset of the Internet. It functions as the Internet’s navigation system and allows users to view the Internet network through the use of websites.

### How Websites Work

Websites are a collection of web pages, which are electronic pages of information linked together much like a spider’s web. This spider’s web-like navigational system allows users to move around the system in a non-linear fashion. This means that, unlike a book — where information is laid out for the reader chronologically, in a set order — a Web user has the power

to access information online however they choose.

Websites are accessed via a web browser such as Internet Explorer or Mozilla. Web browsers are the graphical interface that enables users to view, find and interact with websites.

Websites each have their own unique address, called an IP address, through which users can find them. For example, the Alberta E-Future Centre's online address is [www.e-future.ca/alberta](http://www.e-future.ca/alberta). By typing this address into the web browser address bar, a user would be connected to our website.

But, since the Web indexes literally billions of websites, another method to facilitate finding relevant websites was necessary. Therefore, search engines that utilize "keyword searching" were created.

It is estimated that more than 98% of Internet users use search engines to find websites online. A search engine is a website whose primary purpose is to provide a search function for gathering and reporting information available on the Internet.

Search engines allow Internet users to quickly find websites related to a certain topic through the use of "keywords" and "keyword phrases", that is, words and phrases that describe the topic of interest.

For example, let's say an Internet user in the UK is looking for businesses online that sell hand carved indigenous masks and figurines from Canada. She doesn't know of any specific businesses selling these items, nor does she know any website addresses, so she uses a search engine such as Google or Yahoo to find websites whose content contains relevant keywords.

On the search engine's main page, she types into the search-box: "Canadian Native Art." The search engine returns 3,370 listings containing this keyword phrase, organized by relevancy. The user can then either start browsing the websites listed, or she can narrow the results further by searching within those results for another keyword like "mask", for example.

Search engines allow Internet users to effectively find relevant websites, making the Web's vast amount of information much easier to navigate.

## Why the Internet is of Value to Business

As an instantaneous information and communication medium with global reach, the Internet is a practical and vital business tool. And, your small business can benefit from the equal footing it offers you, regardless of your size or location.

Below, we'll explore some of the efficiencies that can be achieved by small businesses using Internet technologies to further their business goals.

### The Benefits of E-Business

The Internet and related technologies can change the way you develop and conduct your business processes, making it more time and cost efficient. They can diversify your marketing channels and, ultimately, help you increase your business revenue.

The Internet levels the playing field for small businesses. That is, it allows small business operators to compete on equal footing with larger businesses in the same industry.

Through the Internet, your small business can distribute information online to a global audience, immediately, with little out of pocket expense. This means you'll reach more clients or customers in a shorter period of time.

It gives you the ability to interact with your clients and customers in new ways, putting power in the hands of the buyer, giving your clients or customers more choices than they've ever had before.

And finally, the Internet gives you, the seller, the ability to readily assess your online business practices and modify them on the fly to ensure they meet the needs of your clients/customers.

In short, you can use the Internet to:

- Collect vital business information related to your customers and competitors. The Internet is a valuable research tool and, as a readily accessible information medium, its ability to allow you to remain competitive in your industry, should not be underestimated.
- Increase awareness about your company. Even if you are not considering selling online, having a website that promotes your business, provides contact information, and outlines your unique value proposition — that is, the unique collection of benefits attributed to your product or service that creates value for your customers or clients — will simply increase your reach and value in the marketplace, and make it easier for your potential clients/customers to find you.
- Streamline communications and improve customer service. E-mail communications, website FAQs and auto-responders are examples of simple and cost effective electronic techniques that can help improve communications between you and your clients/customers.
- Improve productivity and reduce costs. Simply by streamlining communications using Internet technologies, you can improve your business productivity. And, out-of-pocket costs can be reduced further by implementing a readily updatable website, instead of printed materials that have a short shelf-life, to relay pertinent information to your customer base.
- Sell your products online. For those considering making the leap to e-Commerce, selling online can lower your upfront set-up costs and operational costs, increase your reach to a global marketplace, and allow you to be “open” 24 hours per day, 7 days per week. Further, it can allow you to automate your order processing and order tracking capabilities, develop cheaper online catalogues, and update your product lists on the fly.

### Adopting E-Business Strategies

Even if you're not ready to build a website just yet, you should still consider how e-Business tools can help you in your business. It's important to note that not all e-strategies

work for all businesses. Therefore, the best way to begin is to create a plan that outlines how you will leverage the Internet to meet your specific business needs.

Developing an Internet related business plan, or an “e-Business plan”, is most effectively and simply achieved when e-Business aspects are integrated into your overall business plan. At each stage of your business plan, consider how you can use e-Business technologies to reduce costs and improve productivity. Then only implement the strategies that make sense for your particular business.

Here are some ways to get started using e-Business:

- Make your mark on the web. Build a website. Make sure that your website address is on all your marketing material.
- Leverage e-mail. Develop an e-newsletter to communicate with your clients and prospects. Make sure that it provides value to the reader.
- Embrace e-procurement. Seek out suppliers that allow you to save time and money by purchasing online.
- Investigate e-Commerce. Test the online marketplace by selling through low-cost channels such as eBay.



## Words and Expressions

sophisticated [sə'fistikeitid]	adj.	非常复杂精密或尖端的
navigation [ˌnævi'geɪʃən]	n.	航海, 航空, 导航, 领航, 航行
non-linear ['nʌŋ'liniə]	adj.	非线性的
chronologically [ˌkrɒnə'lɒdʒikəli]	ad.	按年代顺序排列地
facilitate [fə'siliteit]	vt.	使容易, 使便利, 推动, 帮助, 促进
indigenous [in'didʒinəs]	adj.	本土的
instantaneous [ˌɪnstən'teɪnjəs]	adj.	瞬间的, 即刻的, 即时的
assess [ə'ses]	vt.	估定, 评定
promote [prə'məʊt]	vt.	促进, 发扬, 提升, 提拔, 晋升为
implement ['implɪmənt]	n.	工具, 器具
	vt.	贯彻, 实现
leverage ['li:vərɪdʒ]	n.	杠杆作用; 举债经营
	vt.	杠杆作用; 使(某一公司)举债经营



## Notes

- (1) The Internet is an electronic communications network that allows computers around the world to “talk” to each other. Any computer that is connected to the Internet can exchange information with other connected computers. 互联网是允许全球计算机相互“对话”的电子通信网络。任何一台接入互联网的计算机都可以同其他联网计

算机交换信息。

- (2) Even if you are not considering selling online, having a website that promotes your business, provides contact information, and outlines your unique value proposition — that is, the unique collection of benefits attributed to your product or service that creates value for your customers or clients — will simply increase your reach and value in the marketplace, and make it easier for your potential clients/customers to find you. 即使你没有考虑到在线销售，也不妨建立公司的宣传网站，在网站上提供联系方式或是概述你公司的独特价值主张——即你公司为客户或顾客创造价值的商品和服务的独特集合——这将极易扩大你公司的市场份额、创造市场价值，并且能使你公司的潜在顾客/客户更容易地联系到你。



### Questions

- (1) What's the difference between e-Commerce and e-Business?
- (2) How to search on the Web?
- (3) Please make a comment on the e-Business in small business.



### Exercises

#### 1. Translate the sentences into Chinese:

- (1) The advance of Internet technologies has enabled us to analyze the global information and distribute it to our customers.
- (2) Unlike a book, where information is laid out for the reader chronologically, in a set order, a Web user has the power to access information online however they choose.
- (3) When searching information online, the user can then either start browsing the websites listed, or can narrow the results further by searching within those results for another keyword.
- (4) Out-of-pocket costs can be reduced further by implementing a readily updatable website, instead of printed materials that have a short shelf-life, to relay pertinent information to your customer base.
- (5) Today's Internet is a powerful way for business to communicate with their customers and clients, including e-mail, instant messaging, and developing the websites of the company.

#### 2. Translate the sentences into English:

- (1) 作为一个网站，搜索引擎的最初目的是为收集和发布互联网上可用的信息提供一种搜索功能。
- (2) 互联网使小企业能够利用过去只有大公司才能获得的信息、专门知识和资金的全球储备库。
- (3) 通过在线采购，企业可以省时、省钱地寻找到供应商。
- (4) 网上调查高效、便捷、经济，它对于提高企业竞争力有着不可低估的作用。





## Further Reading

You can read the paper with the title: *How to Win the Business-to-Business Game*, which will give you a better understanding about why using e-Business properly can help you work more efficiently and increase business productivity.



## Translation

# 电子商务基础

## 简介

本信息指南为初学者设计。它将有助于你更好地了解电子商务的概念以及电子商务是如何改进公司业务流程的。据此可以检验自己是否为开展电子商务准备就绪，以及从何处获取更多相关信息。

正如我们所知道的那样，电子商贸，又称 B2C 或 e-Commerce<sup>①</sup>，指的是在线销售。另外，电子商务，或称 e-Business，不仅仅指在线销售。

电子商务 (e-Business) 是利用互联网技术——如简单的电子邮件、在线银行解决方案、网站，以及更为复杂的解决基于网络的客户关系管理等问题的应用软件——来提供优良的客户服务、流线型业务流程，以及降低成本、增加销售。

因此，任何使用互联网来发展业务的企业主都会选择电子商务。这意味着你也可能已经准备好了要在你的企业内部发展电子商务。

## 了解互联网技术及其与电子商务之间的联系

### 互联网和万维网

互联网是允许全球计算机相互“对话”的电子通信网络。任何一台接入互联网的计算机都可以同其他联网计算机交换信息。

World Wide Web，简称万维网，是互联网的子网络。它作为互联网的导航系统，允许用户通过登录站点来浏览互联网。

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① 按照英文原意，“e-Commerce”理解成“电子商贸”较为贴切，“e-Business”理解成“电子商务”较为合适。在国内，“e-Commerce”和“e-Business”基本不作区分，均被译为“电子商务”。在本书中，当“e-Commerce”与“e-Business”同时出现时，前者译为“电子商贸”，后者译为“电子商务”。其他情况下不作专门区分，均译为“电子商务”。