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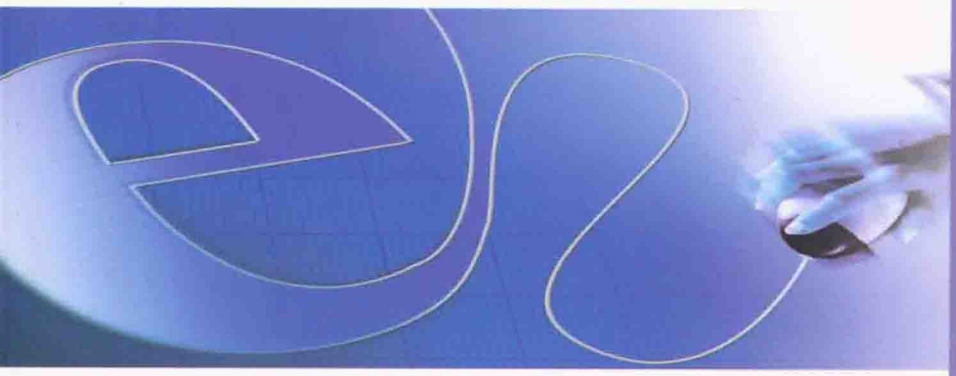
国际商务系列英语教材

E-commerce



电子商务 英文版

总主编 / 徐小贞　主 编 / 廖丽洁 朱立立

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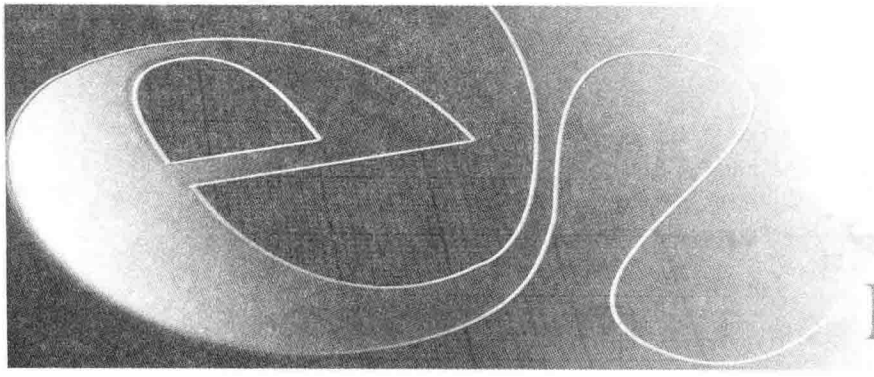

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DIANZI SHANGWU

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前言

二十世纪九十年代，随着信息技术的发展，电子商务作为一种新型的商业模式如雨后春笋般地出现了。电子商务成了网络时代的新型商业模式，网络商业涉及各个领域，从日用百货、服装、书籍、音像制品、飞机票、火车票、酒店预订到电子产品等贵重物品的交易。全球越来越多的消费者或多或少都体验过网络购物。人们的消费理念和消费方式正经历着革新。电子商务的蓬勃发展给全球带来了许多方面的影响，包括商业经营、工作方式、消费方式等。

全球各大学的商学院纷纷开设了电子商务课程。商家的参与和投入与教育界的探讨和分析形成了商界和学术界互动的新潮流。在经济全球化的背景之下，我们引进了英国职业教育NVQ体系中的教学理念，注重学生的职业能力，在教学中强调学生的动手实践与理论知识相结合。在上述教学理念的指导下，《电子商务》在理论上力求基础扎实，在实践上力求多元综合，希望以此能满足以英语为学习语言的电子商务学习者的需求。

本教材是新世纪广东省高等教育教学改革工作项目《中英职教商务文秘专业课程改革与实践》的成果之一。该项目由广东省教育厅牵头，与英国文化委员会合作开发，由深圳职业技术学院应用外国语学院负责实施，为中英合作开展的横向国际项目。

本教材的编者从事商务英语专业教学多年，积累了一定的经验，也曾在国外学习过电子商务知识，了解发达国家在电子商务教学领域的信息，对电子商务在国外的发展状况也有一定程度的研究。因此，在此书的编写过程中，编者本着洋为中用、秉持我国教育特色兼而有之的原则完成本教材的编写。

作为一本实践性、实效性、实用性很强的教材，本教材可以满足学生对电子商务基础理论和专业知识的全面了解和掌握；帮助学生制定针对企业特点的电子商务策略；开辟学生通过电子商务自主创业的新途径。本书注重电子商务知识架构的体系性和完整性，适合作为各类高等院校、成人教育、高等职业教育等电子商务课程或相关课程的基础教材，

此为试读，需要完整PDF请访问：www.ertongbook.com

也可供将要从事电子商务的人士阅读。

教材结构：

本书共分为8章。

第1章　概述，主要介绍电子商务的概念、发展过程、商务模式和交易流程。

第2章　电子商务基础，主要介绍电子商务与传统商务模式的区别、电子商务种类和电子商务的优势和弊端。

第3章　电子商务技术支持，主要介绍网络基本知识术语和网络安全等。

第4章　电子商务支付，主要介绍电子支付与传统支付方式的区别、电子支付种类及流程和电子支付的安全保障。

第5章　电子商务策略，主要介绍策略规划、SWOT分析和电子商务策略的实际应用。

第6章　电子商务模式详解，主要介绍B2B、B2C和C2C三种主要电子商务类型并进行对比。

第7章　电子商务广告策略，主要介绍在线广告概念及术语、在线广告与传统广告的区别和在线广告类型。

第8章　全球和中国电子商务概况，主要介绍全球电子商务框架、阻碍电子商务发展的因素和中国电子商务现状与发展。

教材特点：

● 知识基础，涵盖全面。

本教材分8个部分阐述了电子商务这一新型商业模式的基础知识。每个部分都对知识点进行深入的讲解和对比，让学习者能获得一个较为全面的认识。

● 以英语为学习语言，内容浅显易懂。

本教材采用英语编写，帮助学习者使用英语进行思考和理解。电子商务是全球一体化、信息时代的产物，采用英语教学和学习有助于师生第一手地阅读和理解到这一领域的基本知识和先进理念。以这种形式获得的知识和技能更加直接、更加先进。

● 多学科交叉的综合性。

电子商务本身就有跨学科性的特点。它涉及管理学、知识管理、市场营销、物流管理、金融等多个商业领域，同时又不可避免地与网络技术、计算机技术、网站建设技术等有密不可分的关系。本教材在8个章节中分别有所涉及，藉此体现电子商务的综合性。

● 贴近时代，与时俱进。

电子商务作为新型的商务模式，每年都在不断地发展和变化。本次修订着重在数据、案例选材上紧跟时代的发展。富有时代感的国内外案例能让学习者在学习的同时体会经济全球化。

● 实例丰富，图文并茂，代表性强。

本教材各个单元展示了许多国内外电子商务的实例。每个单元至少有两个实例，分别纳入 Introductory Case 和 Unit Case 两个部分。在编写中，我们选择了典型的电子商务实例，含有国内、国外企业，涉及零售、批发等各个领域。学习者在每个单元中通过对实例的学习和分析，并将国内和国外的电子商务企业进行对比，可获得更全面的直观认识。

● 体现“Internet 与课堂教学为一体”的教学模式。

本教材在每个单元的最后为 Online Activities，展示了一些著名的电子商务网站或电子商务研究网站的实例。In-class 和 After-class 两类网络学习活动引导学习者将知识灵活地运用到操作中，增加学习的乐趣。同时，独创了 Up-to-date Workshop，让学习者对比某个具体的电子商务网站的发展变化，形成对电子商务发展的感性认识。

本教材的编写得到了广东省教育厅高教处的大力支持。深圳职业技术学院学校领导和外国语学院领导在教材的策划和编写上给予了大力支持和指导。本教材在编写的过程中参考了大量国外网站，在此谨对原作者表示诚挚的谢意。

由于素材有限及个人水平的局限，本教材编写过程当中难免有不足之处，敬请使用者批评指正。

编　者

2011 年 5 月

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Unit 1

Overview of E-commerce

"E-commerce probably will account for 15 percent of the overall retail market by 2016."

— Jeff Bezos, Founder of Amazon.com

Learning Targets

Upon completion of this unit, the learner will be able to:

- Understand the brief history of the Internet and e-commerce development.
- Identify the difference between the notions of e-commerce and e-business.
- Understand the business models of e-commerce.
- Understand the definition and business process of e-commerce.

Information Box

Figure 1.1 shows that the Internet hosts began to increase greatly since the middle of 1990's although it firstly appeared in the early 1980's. Around 2004, the number of the Internet hosts boosted and it increased about 100 million each year. Currently there are about 800 million Internet hosts in the world.

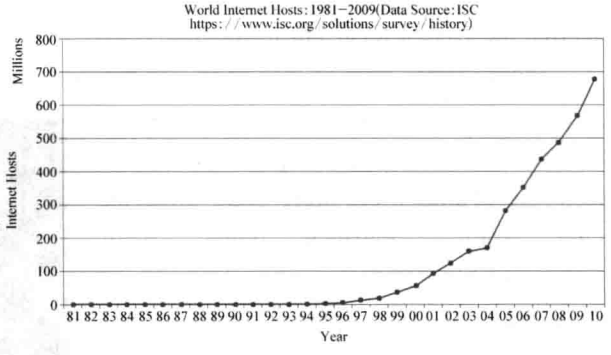
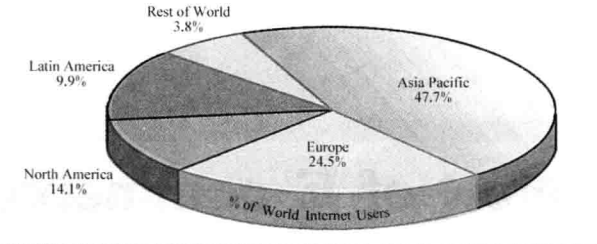


Figure 1.1: World Internet Hosts

(Source: http://en.wikipedia.org/wiki/History_of_the_Internet)



Internet Users Worldwide, by Region, 2007–2012(millions)

	2007	2008	2009	2010	2011	2012	CAGR 2007–2012
Worldwide	1,152.1	1,627.9	1,382.8	1,497.2	1,609.4	1,715.1	8.3%

Figure 1.2: World Internet Users
(Source: http://www.ecommercetimes.com/story/68438.html)

Figure 1.2 shows the percentage of the Internet users from different regions of the world. It indicates that near half of the Internet users are in the Asia Pacific region, where the US, China, India are included. The second large fraction is taken by Europe. It also predicts that in 2012, about 1,715 million Internet users will appear in the world.

1.1 Introductory Case

iTunes Store: Apple's Healthy Step

On April 28, 2003, Apple Computer launched its iTunes Music Store for handling music online.

In the beginning the iTunes Music Store offers more than 200,000 songs, many of them are parts of complete albums, for 99 cents each. On February 24, 2010, the store served its 10 billionth song download. This major milestone was reached in just under seven years of being online. iTunes accounts for 70% of worldwide online digital music sales, making the service the largest legal music retailer.

From iTunes store iTunes users can buy and download songs for use on a limited number of computers and an unlimited number of iPods. In previous years, purchased music from the iTunes Store were copy protected with Apple's FairPlay digital rights management (DRM) system which allows protected songs to be played on up to five computers at one time, as well as unlimited devices (iPod, AppleTV, etc.). DRM

protected songs cannot be played on computers not authorized to the purchaser's iTunes account. But the iTunes Music Store have been DRM-free, with all songs digital rights management (DRM)-free since April 2009.

Apple also announced changes in their price tier. They announced that songs will now cost $0.69, $0.99, or $1.29. Observers expected new hits to be $1.29 while older songs will be the cheaper $0.99 or $0.69.

In the years since, films, television programs, music videos, podcasts, and the App Store (for the iPhone, iPod Touch and iPad) have been added to iTunes' extensive store catalog.

Over 6 billion songs had been downloaded from iTunes since the service first launched on April 28, 2003, making it the largest online music store in the world.

Apple opened the Apple Stores around the world besides online retail. The stores are a chain of retail stores dealing in computers and consumer electronics.

Ron Johnson, Apple's Senior Vice President of Retail Operations, said that Apple Stores encourage people — not just "customers" — to come and use its free high-speed wired and wireless network at any time.

People like visiting the Apple Stores as they travel around the country because every computer has a device attached: an iPod, a digital camera, a digital camcorder, a scanner. Unlike chains that have password-protected floor machines, the Apple Store lets people into their retail shops to play. As of February 2011, Apple will have opened over 300 stores worldwide.

The stores offer classes, special events, free answers at the Genius Bar, and free bandwidth. Oh, yeah, and it sells computers, too. "The whole idea is to become like Starbucks: to become a gathering spot," Johnson said.

(Adapted from: http://community.seattletimes.nwsource.com & http://en.wikipedia.org/wiki/ITunes_Store)

Discussion:

The case shows how Apple succeeds in developing its online business by online iTunes Store. Answer the questions and discuss them.

- How does iTunes Music Store improve since its first launch?
- What is the iTunes Music Store? How does Apple make profit by it?

1.2 Understanding E-commerce

With the development of information technology, e-commerce (electronic commerce),

a new type of business model facilitated by the Internet has prospered for many years. Nowadays, e-commerce has been widely accepted by consumers and enterprises. What is e-commerce? When and how did it originate?

1.2.1 Definitions of E-commerce

Different scholars have different ways of defining e-commerce. There is no single precise definition. The term commerce refers to the activities involved in buying and selling things. When the Internet is engaged in these activities, it becomes e-commerce. However, e-commerce is generally defined in various ways:

Definition 1

E-commerce is the direct buying and selling of merchandise across the Internet.

Definition 2

E-commerce is a method of buying and selling products and services electronically using computers. Though the most common methods of e-commerce remain the Internet and World Wide Web uses of E-mail, fax and telephone in conducting business transactions are also very common.

Definition 3

E-commerce is the buying and selling of goods and services, the transfer of funds through digital communications, the conducting of business communication and transactions over networks and through computers.

Definition 4

E-commerce is the buying and selling of goods and services on the Internet, especially the World Wide Web. In practice, this term and a newer term, e-business, are often used interchangeably. For online retail selling, the term e-tailing is sometimes used.

Task 1:

To understand what e-commerce is, you need to identify the key words from the various definitions. Please list the key words of the above definitions in the following table respectively.

	Definition 1	Definition 2	Definition 3	Definition 4
Key Words				

Task 2:

Think about the questions according to the definitions learned above.

1. What are the basic elements of e-commerce?
2. How is e-commerce different from traditional commerce?

1.2.2 E-commerce vs. E-business

E-commerce is a business transaction (buying or selling) on a secure link over the Internet. It only entails your company and the ultimate buyer (your customer). Not much else is done in a typical e-commerce transaction.

E-business (electronic business), derived from such terms as "e-mail" and "e-commerce," is the conduct of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners.

E-business can be defined as "the conduct of business on the internet, not only buying and selling but also serving customers and collaborating with business partners". By studying the type of buyer and seller in the transaction, there are four types of e-business, i. e. business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C)

and consumer-to-business (C2B). Among them, business-to-consumer (B2C) mainly refers to online shops, among which the famous ones include Tesco.com, Amazon.com, etc. E-commerce is the activity which a company or individual engages in to complete a transaction by the Internet. E-business is transaction process and collaboration focused, compared with e-commerce. The two notions are often confused and misused by journalists. E-commerce is transaction focused, referring specifically to buying and selling products by internet-based technologies.

Task:

Read the two extracts above about e-commerce and e-business and list the differences.

E-commerce	E-business

1.3 Evolution of E-commerce

E-commerce started in early 1970s. But it was mainly limited to large corporations, and financial institutions. It actually began before what we know as the World Wide Web, with the introduction of Electronic Data Interchange (EDI). EDI allowed suppliers to exchange information such as prices, inventory, and delivery dates with retailers making it possible to easily track trends, new products, and much more. This type of technology along with the expansion of the Internet grew into what we now know as e-commerce. It also extended the e-commerce application to manufacturers, retailers, services and so on. With the commercialization of the Internet in the early 1990s, millions of potential customers popped up and the term "e-commerce" appeared. Nowadays, many organizations worldwide already have websites.

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