



高职高专电子商务专业系列规划教材

电子商务英语

主 编 谭 颖
副主编 高 蓓 金兴玉

DIANZI SHANGWU YINGYU



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前 言



电子商务已经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，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。

21 世纪需要复合型的专业人才。这类复合型的专业人才是一个耀眼的群体，是时代的骄子，因为他们既精通专业又懂外语。为了适应时代的需要，为了培养复合型专业人才的需要，我们编写了《电子商务英语》。随着计算机技术的发展，推出了 HTML 超文本置标语言和 XML 可扩展置标语言。它们是用特殊的符号来标记数据和字符等运用到计算机语言中。

英语应用在各个领域、各类专业、各个行业，都有其自身的特色，各有千秋，五彩缤纷。电子商务英语是一个崭新的领域，它有待有识之士去耕耘，去开拓，逐步使其成为英语应用语言学的一个主要的分支。

本书由谭颖担任主编、高蓓和金兴玉担任副主编，具体分工如下：谭颖（哈尔滨铁道职业学院）编写 Chapter 2、5、7、8、9 和 Appendix B；高蓓（黑龙江东方学院）编写 Chapter 1、Chapter 3 和 Appendix A；金兴玉（哈尔滨体育学院）编写 Chapter 4、Chapter 6 和 Appendix D；郭海霞负责 Appendix C 整理编写工作。

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Chapter 1

The Internet and Business



When the internet began to be used for commercial purposes back in the mid-1990s, no one could have predicted the effect it would have on the business world. Web sites were viewed as optional extras that looked impressive, but did not actually do very much. E-mail was treated with suspicion and considered by many as either an impersonal or an impractical way of communicating. Now, however, things are different. As millions of people around the world now use the internet on a regular basis, any business worth its salt is expected to have a Web site and to keep in touch via E-mail.

Cheaper Internet access, ever faster and more powerful connections and the rise of the “mobile internet” have all played their part in the online revolution. The main factor, though, is the internet itself: a vast network of information and resources that also allows people to interact with each other from anywhere in the world. However, it is not enough to recognize the significance of the internet without understanding what it means for your business. We therefore need to take a closer look at how the internet is used.

Understanding the Internet

Succeeding at e-business is not a question of six-figure marketing budgets or technological wizardry. Rather, it is about understanding how and why people use the Internet. There are four main reasons for people going on the Internet. These are:

- To find information.
- To be entertained.
- To interact.
- To shop.

If a website cannot satisfy any of the above criteria, it is unlikely to become a cyber success. If, on the other hand, you design your e-business efforts from the perspective of the end-user, you will be on the right track. This “outside-in” approach is the key to every effective site, from

Amazon to Yahoo! Even if your online activity is only intended to support or supplement your offline business, you must be able to offer something of real substance, whether it is information, entertainment, interaction or fantastic products. Furthermore, although the population of e-shoppers is rapidly increase in the world, online shopping is a completely different practice compare to shopping on the high street. For a start, nobody is going to just “Pass by” your site and make a spur of the moment purchase. People who arrive at your site are there because they have sought you out, not because you have an attractive workplace or because you are conveniently located.

Businesses are now expected to inform and interact with their customers at a closer lever than ever before. The old businesses cry of “location, location, location” has now been overshadowed by the voice of e-business: “information, information, information”.

Another difference is that you have a lot more competition. While a record shop in Cambridge may be the only seller of rare jazz album in that area, on the Web, there will be many other places people can visit to satisfy their jazz cravings. This means that simply laying out your wares is not enough. No matter how “niche” your business is, there are other people out there doing something similar. The Internet may have made the world a smaller place, but it has made the market a whole lot larger. You therefore need to add value to your website, and to differentiate your e-business from its competition. This is the challenge.

Five Web Watch Words

To succeed on the Internet, it is important to realize that what works well in the real world may not work online, and vice versa.

The Internet is not just a new form of media—it brings a whole set of ground rules. These rules are centered on five Web watch words: speed, intimacy, communication, information and interactivity.

Speed—The Internet is said to move at seven times the speed of normal time. It is expected that E-mail messages are responded to on the same day, websites are continually being updated and online markets evolve within a matter of weeks.

Intimacy—Although the Internet is often viewed as cold and inhuman, it actually allows businesses to get closer to their customers than ever before. As Kevin Roberts says, “people open up and share how they feel on the Net—something they just don not do in more classical research formats such as focus groups.”

Communication—The Internet aids communication both between a business and its customers, and within the business. The convenience of E-mail and the accessibility of websites mean that employers and customers are less likely to be kept in the dark.

Information—The Web is the world's largest and most up to date research library. You can find out more information about your competitors, your customers and your industry than ever before. At the same time, people will also be able to find out more about you. On the Internet as in the X Files the truth is always out there.

Interactivity—Unlike traditional media, the Internet is highly interactive. One of the consequences of this is that people pull information towards them. This means that on the Net more effort is sometimes needed to differentiate your business from its competition. The Net's interactivity makes it possible for users to tailor information according to their own particular requirements. It therefore allows a business to communicate on a one to one level with all its customers simultaneously. Instead of broadcasting your message to the world in general, the Net enables you to narrowcast and communicate with individuals on their own terms.

Doing Business from the "Outside in"

E-business experts generally agree that the secret to online success is doing business from the outside in. Essentially this means that instead of starting with what you do and how you do it, you start with what the customer wants. The Internet is a "pull" medium, instead of "push". Users pull the data they need towards them—in cyberspace there is no successful way of pushing your business message on to people who haven't asked for it. "Spamming" (the act of sending junk e. mail) is, after all, the ultimate breach of online etiquette.

As the Internet is a two way medium, it enables a great deal of consumer feedback. Companies can interact with customers and discover what they really think about their service.

Net Benefits

The time when the Internet was the preserve of desktop computers is over now as it can be accessed via mobile phones, TV sets, even passport photo booths. As the dividing line between cyberspace and the real world becomes blurred, the internet is increasingly seen as significant for business that have traditionally remained offline.

Although the Internet has the potential to make your business environment more competitive, it should not be seen as a threat. It is, instead, an opportunity to consolidate and build on your business achievements.

The benefits of the Internet for real world business are clear. It can help in all the following areas:

Saving money. The Internet can help your business save on the administration costs of taking orders by automating the process. E-mail can help you save on stationery costs, and online marketing often proves a lot more cost-effective than marketing offline.

Improving customer service. By increasing the possibilities for communication between your business and its customers, you can offer an improved level of service to your existing customers.

Keeping records of your activities. Because the Internet enables you to store information, you can keep track of all business correspondence very easily.

Attracting new staff. The World Wide Webs become one of the most important resources for job seekers now. According to a survey conducted by the UK Organization Job track, 79 percent of college and university students say that the quality of a potential employer's Web site is an important factor when deciding whether or not to apply for a job there.

Preserving your market share. The Internet is not only a mean of expanding your business, it is also a way to protect and hold on to the market you have already established.

Making money. The Internet offers business new ways of making additional revenue. As well as providing a new platform from which to sell your products, you can also make money from affiliate programs, selling advertising space, securing sponsorship and other various methods.

Going world wide. Your website can help you reach a world wide market as geographical limitations are all but eliminated.

Being in constant contact. The Internet transforms your 9 to 5 business into a 24 hour operation. Your Web site works while you are sleeping.

Knowing your market. As the Internet is interactive, you can receive constant feedback from your audience. The Internet can therefore help you take market research to a whole new level.

More than the Web

When people think of the Internet, they tend to think of the World Wide Web. In part, this may be explained by the fact that the media's coverage of the Internet tends to centre on websites. The fact remains, however, that E-mail, not the Web, is the most widely used Internet application. Most people who log on to the Net do so either to send or to receive E-mail messages. E-mail can be used to improve communications both within and outside your business.

The Internet and the Real World

Although to a certain extent, the Internet can be seen as separated to the "brick and mortar" real world, the dividing line is becoming increasingly blurred. For a start, the Internet is no longer confined to the desktop. Owing to technological advances, it can be accessed virtually anywhere now, via TV, mobile phones, passport photo booths and car stereos. It is ever more difficult to ascertain where the real world ends and cyber space begins.

Whether your business originated offline or online, it is now necessary to take a fully integrated “clicks and bricks” approach.

The Future of Business

Within less than a decade, the Internet has grown from being an obscure technology used only by government officials and academics to what many have heralded as “the future of business”. With phenomenal and unprecedented growth in the number of users, as well as the amount of information that can be accessed, the Internet has become the fastest growing medium in history.

Because the rise in Internet usage has been so fast, its real business impact has of ten been hard to assess. At the close of the last millennium, it seemed that the new breed of slick and shiny Internet start ups would be the real winners of the online era. Traditional “bricks and mortar” business were confined to the sidelines as the real world and cyberspace seemed completely incompatible.

The success of both large and small real world business on the Internet, however, has brought about a radical rethinking of the significance of e-business. Many more companies are reaping real and substantial rewards via their online efforts. There are big US names of Web profitability (AOL, Yahoo!, eBay and so on), but there are also thousands of small companies around the world that have figured out how to make a profit. Equally, more established companies have discovered ways in which to use the capabilities of the Web to expand their business or offer customers better service.

New Words and Expressions

1. predict——预测，预知
2. extra——额外的人（或物）
3. suspicion——猜疑，怀疑
4. worth one's salt——称职，胜任
5. via by means of; by way of ——经过，经由
6. six-figure——六位数
7. marketing budget——营销预算
8. wizardry——魔力
9. criteria——标准
10. cyber——计算机的
11. perspective——观点，看法

12. the right track——正确的轨道
13. outside in——由外向内
14. supplement——补充
15. substance——物质, 实质
16. on the spur of the moment——一时冲动, 意气用事
17. overshadow——遮蔽
18. craving——渴望
19. lay out——摆开, 展开, 布置
20. niche——产品或服务所需的特殊领域
21. respond to——对……做出反应, 响应
22. evolve——发展, 进展
23. a matter of——大约, 大概
24. open up——展开, 打开
25. focus groups——抽样调查
26. accessibility——易接近, 可到达
27. in the dark——在黑暗中, 秘密地, 不知道
28. tailor——制作, 修改或调整
29. one-to-one——一对一地, 成对地
30. simultaneously——同时地
31. on their own terms——他们自己的关系
32. spamming——兜售信息, 非索要信息
33. ultimate——最后的, 最终的, 根本的
34. breach——违背, 破坏
35. etiquette——礼节
36. two-way——双向的, 两路的
37. consolidate——巩固
38. automate——使自动化, 自动操作
39. administration——管理, 经营
40. stationery——文具和信纸
41. correspondence——通信, 信件
42. hold on to——坚持
43. risk——冒……的危险
44. lose out——失败, 输掉

- 45. start-up——启动
- 46. embrace——拥抱
- 47. revenue——收入
- 48. affiliate——加入
- 49. sponsorship——赞助者的地位, 任务等
- 50. eliminate——除去, 排除
- 51. brick and mortar——砖头和砂浆
- 52. ascertain——确定, 探知
- 53. integrated——综合的, 完整的
- 54. herald——预报, 宣布
- 55. phenomenal——显著的, 现象的, 能知觉的
- 56. unprecedented——空前的
- 57. confine——限制, 禁闭
- 58. incompatible——性质相反的, 矛盾的, 不调和的
- 59. reap——收割, 收获
- 60. profitability——收益性, 利益

Online Reading Material

Introduction to Electronic Commerce

1.1 Development of Electronic Commerce

1.1.1 A Brief History of Electronic Commerce

The need for electronic commerce stems from the demand within business and government to make better use of computing and to better apply computer technology to improve customer interaction, business processes, and information exchange both within an enterprise and across enterprises. During the 1970s, the introduction of electronic funds transfer (EFT) between banks over secure private networks changed financial markets. Electronic funds transfer optimizes electronic payments with electronically provided remittance information. Today there are many EFT variants, including the debit card whose use is becoming ubiquitous at points of sales (POS) in grocery stores and retail outlets, and direct deposits to employee bank accounts. Each day, over \$4 trillion change hands via EFT over the computer networks linking banks, automated clearing houses, and companies. The U.S. Treasury Department estimates that 55 percent of all of the

payments made by the federal government in 1995 were made by EFT.

During the late 1970s and early 1980s electronic commerce became widespread within companies in the form of electronic messaging technologies: electronic data interchange (EDI) and electronic mail. Electronic messaging technologies streamline business processes by reducing paperwork and increasing automation. Business exchanges traditionally conducted with paper, such as checks, purchase orders, and shipping documents, are conducted electronically. Electronic data interchange allows companies to send/receive business documents (such as purchase orders) in a standardized electronic form to/from their suppliers. For example, combined with just-in-time manufacturing, EDI enables suppliers to deliver parts directly to the factory floor, resulting in savings in inventory, warehousing, and handling costs. Electronic mail does much the same for unstructured organizational communications both inside and across the organizational boundaries.

Over the years, EDI has evolved into several different technologies. Electronic data interchange has been particularly successful for retail category management. Category management seeks to meet customers' needs by putting the right product, at the right price, in the right amount, in the right place on the store shelf. All products are divided into distinctly manageable groups, such as ready-to-eat cereal, and category managers make decisions on all similar items in a category instead of focusing on a single product. Instead of just buying the lowest priced items, buyers utilize information about buying patterns and employ EDI technology to seek the largest savings for "hot" items in a category. This technology has improved buying practices and reduced costs for both manufacturers and retailers.

In the late 1980s and early 1990s, electronic messaging technologies became an integral part of workflow or collaborative computing systems (also called groupware). A prominent example of such systems is Lotus Notes. Groupware focused primarily on taking existing non electronic methods and grafting them onto an electronic platform for improved business process efficiency. Although hyped as the "killer app" in the early 1990s, groupware efforts resulted in small gains in productivity and efficiency.

In the mid-1980s, a completely different type of electronic commerce technology spread among consumers in the form of online services that provided a new form of social interaction (such as chat rooms and inter-relay chat [IRC]) and knowledge sharing (such as news groups and File Transfer Programs). Social interaction created a sense of virtual community among the cyberspace inhabitants and helped give rise to the concept of a "global village". At the same time, information access and exchange have become more affordable. By using the global Internet, people can communicate with others around the world at ever-decreasing costs. Despite the presence of these networks, the one key ingredient missing until recently was utility and ease of use.

In the 1990s, the advent of the World Wide Web on the Internet represents a turning point in electronic commerce by providing an easy-to-use technology solution to the problem of information publishing and dissemination. The Web made electronic commerce a cheaper way of doing business (economies of scale) and enabled more diverse business activities (economies of scope). The Web also enabled small businesses to compete on a more equal technological footing with resource-rich multinational companies. For example, in Web-based electronic publishing, giant companies like Time Warner, Disney, and others are working overtime to keep up with upstarts who can enter the new marketplace of several million customers with a minimal infrastructure investment: a PC, a modem, and an Internet account. These new economies are forcing traditional companies to conceptualize cost structures in order to remain competitive.

1.1.2 Current Development State of Electronic Commerce

1. Internet Users

First we take an overview of the number of Internet users in selected regions and countries, based on the latest available data. These data are based on estimates of all Internet users in a country, including those that use the Internet in public places, offices, Internet cafes, and so forth. In countries where no surveys on Internet users are carried out, estimates are typically made on the basis of the number of subscribers. The indicator does not provide information on the intensity of Internet use, which would be better estimated by looking at the number of subscribers. In a developing country context, however, subscriber figures could be understated since many users share subscriptions or use public localities to access the Internet.

Between 2003 and 2004, the total number of Internet users continued to grow substantially. At the end of 2004, most Internet users lived in Asia, followed by Europe. The United States still accounts for the largest Internet population, with 185 million users, about twice as many as China (in second place). On the basis of higher growth rates, Europe has now overtaken North America in terms of the number of Internet users. Developing countries continue to catch up with the highest growth rates in Africa. There has been a considerable surge in the number of Internet users in South-East Europe and the CIS countries, with a growth rate of more than 70 percent. The current take-up of ICT in this region is also reflected in some of the other indicators presented below.

2. Use of Online Shopping

Online shopping, making orders online, is already quite common among European internet users. Already, more than 14% of Europeans state that they have ordered something online in the last three months and another 14% will have been added to today online shopping community by 2001. Again, variations between countries abound: the Scandinavian countries, Switzerland and

the Netherlands will in 2001 have diffusion rates of more than 40% of the population (in Sweden, the rate will be 55%), while Italy and Spain, and also Germany and Ireland lag behind. France takes a middle position because of its Minimal-induced head start, but growth in the next two years is expected to be below average, so that the country will slip from third to fifth position in the ranking list.

3. North America

E-commerce, understood as placing and receiving orders over the Internet and other networks, continues to grow in most countries, although exact data on the value of e-commerce sales and purchases are not very common, in particular on a time-series basis.

In the United States, the largest global e-commerce market, e-commerce sales (including both Internet and other networks) continued to grow during 2003. E-commerce is most prominent in manufacturing shipments, followed by wholesale trade (accounting for 21.1 percent and 13.1 percent of total sales respectively). Online sales are less common in retail trade (B2C) or in services industries, with 1.7 percent and 1 percent of total sales respectively. However, with a growth rate significantly higher than for total retail trade, the share of e-commerce in total retail trade is also growing. The latest available figures indicate that its share has more than doubled since 2000.

In Canada, Internet sales continued to increase substantially, reaching \$22.9 million (C\$ 28.3 billion) in 2004, primarily on the basis of private sector sales. Seventy-five percent of Internet sales are B2B, up from 68 percent in 2003, mainly between large firms, whereas small firms tend to sell more to households. As far as industries are concerned, one quarter of all Internet sales took place in the wholesale trade sector, followed by transportation and warehousing.

4. Europe

Marketer's analysis indicates that in 2003, 19% of the Western European population was an online buyer, equating to 75 million people, or 45.5% of all Internet users. The four largest countries in the region, France, Germany, Italy and the UK, are all at different stages of e-commerce development and, despite the fact that Germany has the largest population in Western Europe; the UK leads all other countries in B2C e-commerce.

The UK had 15.7 million online buyers in 2003, spending, on average, €745 each and generating €11.7 billion in B2C e-commerce revenue. This compares with Germany at €9.1 billion, France at €2.9 billion and Italy at €1.6 billion. The Netherlands, Switzerland and Sweden are also large e-commerce markets because of their experienced Internet populations and each of these countries generated well in excess of €1 billion in e-commerce revenue in 2003.