

普通高校电子商务专业系列教材

电 子 商 务 英 语

Electronic Business and Its English

戚云方 编著

浙江大學出版社

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前言

Preface

Preface 的意思是“序言、前言、绪言”。英文简单地注释为“an introduction to a book”。据说,并不是所有的读者都爱读“前言”。但是,还是请大家拨冗浏览一下本书的前言。一是请老师和学员了解本书的由来、特点和使用方法;二是请广大的读者在使用本书的过程中提出批评和建议,使本书不断完善。

本书的书名是《电子商务英语》——*Electronic Business and Its English*。请读者注意英语书名用的是 e-business 而不是耳熟能详的 e-commerce。两者有什么区别呢?广义而言,电子商务(e-business)包括电子交易(e-commerce)在内,指的是使用网络技术从事全部商业活动,如市场分析、客户联系、物资调配、内部管理、公司之间的合作等。按商业活动的性质和范围,电子商务可分为六类:

- (1)Business-to-Business(B2B)——商业机构对商业机构;
- (2)Business-to-Consumer(B2C)——商业机构对消费者;
- (3)Consumer-to-Consumer(C2C)——消费者对消费者;
- (4)Consumer-to-Business(C2B)——消费者对商业机构;
- (5)Non-business EC——非商业机构间的电子商务;
- (6)Intra-organizational EC——机构内部的电子商务。

其中,B2C 和 C2C 才是 e-commerce,是在网上进行交易,故狭义而言,称为“电子交易”。这里我们不想为电子商务(e-business)这个词讨个正名,但是,在概念上一定要弄清楚。这是编写本书的目的之一。

电子商务通过互联网(Internet)买卖产品和提供服务。产品可以是实物的,如计算机、数码照相机、冰箱、汽车等;也可以是数字化的,如新闻、旅游、电子教育等。电子商务还应包括生产、管理、财务等企业内部的商业活动。电子商务没有传统商务对时间和空间的局限性。它是将信息经济与传统经济连接



起来的最有效的桥梁,它缩短了供求关系的距离,从而摆脱了买卖之间的脱节。这就给国际贸易带来新的机遇和挑战。从搜索、询价、报价、订货、交货、储运,到保险以及电子支付等一系列的贸易活动都可以通过网络来实现。电子商务是发展迅速的新型的商务形式,它正在创造一个遍及世界各个角落的庞大的市场。在这个世界市场里,有现实市场,也有虚拟市场。电子商务使虚拟市场的商务活动变成现实。

电子商务是信息技术革命的产物。当代的主导技术是现代信息技术,它基于计算机网络技术。20世纪80年代发达国家进入了计算机时代,使传统办公业务实现电脑化;90年代世界进入网络时代,通过互联网迅速地传递和交流信息,电子化的虚拟空间无限膨胀;90年代后期,电子商务日臻完善,网络经济的意义得到社会的普遍接受。21世纪是电子商务以惊人的速度被应用到人类社会活动的各个领域。这是一场具有深远意义的革命。

近代中国已成为一个蓬勃发展、欣欣向荣的大国。中华民族是一个文明、智慧、勤劳的民族,而创新是一个民族进步的灵魂,是一个国家兴旺发达的动力,我们一定要迎着汹涌澎湃的革命浪潮奋战不懈。这是编写本书的目的之二。

电子商务是一门新兴的,跨越商业、技术和决策科学的综合性的边缘学科,它集信息学、经济学、管理学、法学及计算机技术等学科之大成。世界各地有多少学者、专家和教授正致力于这门学科的研究工作,出版的专著、杂志、刊物、教材层见迭出而不计其数。1998年在美国匹兹堡创建了卡内基梅隆大学电子商务学院(The Carnegie Mellon Institute for E-commerce),制定了电子商务专业的培养目标和教学计划,培养来自世界各地的电子商务的管理人才。近年来,我国的许多大学都开设了电子商务专业,编写了电子商务技术方面的专业教材。一个电子商务专业的学员既要掌握网络技术,又要通晓国际贸易、金融、银行、保险、运输、关税和商法等知识,还要能熟练地使用电子商务英语。为适应形势,急需有一本电子商务英语的教材,这是编写和出版本书的主要目的。

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,我们编写了这本《电子商务英语》。在本书的第二章有这样一段文字:“标准通用置标语言,即SGML(Standard Generalized Markup Language),是用标记来描述文件,既庞大,又复杂,较难使用。随着计算机技术的发展,推出了HTML超文本置标语言和XML(eXtensible



Markup Language)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。在编写电子商务的应用程序时,撰稿者就应精通和掌握置标语言。”本书不讨论这类计算机语言。

“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。”^①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。在电子商务中所使用的英语亦应归属于 ESP(English for Specific Purposes)范畴。在本书中我们将逐章归类,分析、研究和讨论在电子商务领域中英语语言的应用问题。由于电子商务英语是一个新的课题,本书只能作为初探,以求抛砖引玉。

本书对电子商务英语的语言现象作了一些探索,归纳为以下主要几点:

1. 网络词汇和网络语言

在本书第二章中有这样一段话:“我们生活在 21 世纪的信息时代,国际互联网已成为进行各种信息交流的美好场所。要交流就要通过语言。在不断的实践过程中,在特定的环境下,人们逐步地创作出许多网络词汇,如 smileys, acronyms, jargon 等,然后由这类词汇和缩略词构成网络语言。网络语言诙谐而闪耀着智慧的光点。语言是发展变化的。网络语言的产生和发展是一种正常的文化现象。我们赞赏人们的创造性和想像力,但亦应遵循语言的规律及其使用的频率,不断研究它,不断改进它,从而不断完善它。当然,网络语言最终要通过实践才能看出其生命力。”

本书详细介绍了 Subject Line; Quoting Documents; Intonation; Gestures (包括 Basic Smileys; Widely Used Smileys; Midget Smileys; Mega Smileys; Emotional Smileys); Acronyms and Jargon。对这类缩略词、专业术语和行话要积累,要研究,但亦要防止使用不当甚至滥用。

2. 祈使句

祈使句在网上购物中得以广泛使用,凭借其口语化,使人感到亲切,富有感染力,达到规劝、建议和提醒等目的。这充分体现出祈使句独特的语言效果。

3. 疑问句

在电子商务英语中,特殊疑问句屡见不鲜。网络信息的撰稿人为了引起读者的共鸣,常常使用特殊疑问句,以促使读者思索、探讨并求得明确的答案。

4. 非限定动词

^① 引自《合同与合同英语》,戚云方编著,浙江大学出版社,2004 年,第 37 页。



在电子商务英语中,不定式短语(infinitive phrase)出现频率较高。不定式短语是由不定式和名词或修饰语(modifier)所组成的。由于它既具有动词性质,又有非动词性质,而在句子中的应用功能广泛,因而,它在电子商务英语中一枝独秀。

5. 名词

在电子商务英语中,使用名词的例子随手可得,如在 Internet-oriented Framework, Business Plan 等的撰写中要大量使用名词。读者在阅读时应随时注意收集。

在电子商务英语中,除了富有创造性、想象力并闪耀着智慧的网络语言外,电子商务英语的词法和句法特点也是值得探讨和研究的。通过不懈的共同努力,相信我们的学者和教授一定会探索出电子商务英语的基本规律。

本书每章的主课文采用对话体问答(Q and A)的形式。这是考虑到学员是在非英语环境中学习英语,而编者从数十年英语教学工作中深感我国英语学习者口头英语能力的普遍薄弱。总体而言,中国学生和访问学者的英语阅读和写作能力比较强,但在英语听说方面相对地比较弱。要提高听说能力,在教与学的过程中应以听说领先,课堂上应加强教师和学生的对话机会;课后创造一个学员之间互相口头盘练的环境。每章的泛读材料(Extensive Readings)亦是采用对话体形式,其目的是为了巩固和增添学员的知识,开阔视野。内容基本上力求涵盖电子商务的产生、应用和发展等几个主要方面。采用对话体形式的另一层意思是:电子商务中所使用的英语既简单又明了,比较口语化,当然亦有口语与书面语混合的形式。综上所述,采用对话体形式,旨在提高学生的听说能力,是本书的一个重要特点。

全书共分六章,每章中包括注释(Words and Notes)和专业词汇(New Terms)可用来帮助学员理解课文的内容;常用句子(Useful Sentences)选自该章节中和与其有关材料中较为重要的内容,翻译成中文,使学员在熟读这些句子后,既能提高对课文的理解,又可作为口头的翻译练习,进一步落实在笔头,可谓一举多得。练习有翻译题(附录中的答案供参考)和问答题。翻译题可作为家庭作业;问答题可在教师引导下进行堂上讨论或组织学生进行小组讨论。形式可灵活多变,以求反复盘练,达到使学员朗朗上口的目的。在每章的课时分配方面,采用本书的任课教师是最有发言权的。初步建议按每章十个课时,六小时课文,作为精讲;两小时泛读,目的是让学生在增加知识的同时,扩大了电子商务英语的词汇量,熟悉其特点。两小时课堂作业和盘练,教师可准备些口头练习,如短语翻译、回答问题和分组讨论等。当然,课时分配



亦应视学生的英语水平而灵活调整。

附录中的词汇表(Glossary)广泛地收集并精心地汇编了互联网上常用的英语词汇,其中像 Internet,FTP,WWW 等多种释义一并列入,供读者查阅。网络符号词语(Smileys)和网络缩略词(Acronyms)是网络语言的特色,在使用本书和阅读其他同类英语书刊、电子邮件、电子商务往来时,可供教师和学生参考。顺便提一句,书内泛读(Extensive Reading)等材料中出现一些词条,其中有些较不常见或较为生僻的单字,如 Quid Pro Quo, hierarchy, spammer, munging, parlane, promo, inertia 等等,限于篇幅,恕不一一作注。

要特别感谢浙江大学出版社对本书出版的极大关注和责编樊晓燕博士的精心编辑。

在本书的编写过程中,为了丰富其内容,编者参阅了大量国内外出版的书刊和网站,并得到了宋明园的鼓励、戚云的支持,戚雯和戚雷从网站上收集了大量的资料,林柄杰为本书各章剪辑了插图,在此深表感谢。

由于笔者水平有限,书中纰缪挂漏,在所难免,尚希广大读者和专家学者不吝赐教,使本书不断完善。

编著者

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2006 年 6 月 定稿



序

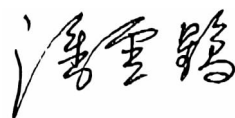
电子商务的发展虽然只有短短十余年的时间,但却经历了两次大的浪潮。大部分学者和专家也由此将电子商务的发展划分为两个阶段。第一阶段是电子商务从默默无闻到快速知名的一个爆炸性成长时期,始于 1995 年首次广泛使用 Web 来宣传产品,至 2000 年 Dot. com 公司进入低迷期为止。其后的两三年是电子商务的围坑期,随着悲观的气氛笼罩硅谷,媒体天天在宣告电子商务的死亡。但很快,电子商务的销售额又开始增长,有很多电子商务公司获得投资,新的互联网公司纷纷诞生,进而开始了第二次浪潮。这第二次浪潮显然已经比第一次要更加理性、更加成熟。联合国贸易和发展会议(UNCTAD)在日内瓦发表的题为《2004 年电子商务及其发展状况》报告所列的很多数据表明,电子商务已经进入了一个新的发展阶段,特别是中国的电子商务应用。2005 年初,国务院办公厅专门发布了关于加快电子商务发展的若干意见(国办发〔2005〕2 号)表明中国对电子商务发展前景的信心和决心。

浙江大学出版社 2001 年在国内较早地推出了“电子商务系列教材”,并受到了国内高校和读者的欢迎和关注。由于浙江大学是我国学科最为齐全的重点大学,具有国内一流的计算机科学、经济学、管理学等学科的教学与科研师资队伍,适应于转向,因此,浙江大学成为了国内最早开展电子商务学科建设的高校之一,并且已经



取得了许多成绩。浙江大学 2002 年就有了电子商务第二专业二学位的毕业生;2005 年产生了教育部批准开设电子商务本科专业以来的第一批毕业生;期间还先后培养了 20 多名电子商务学科方向的博士。

信息技术的发展日新月异,网络经济的理论和管理方法与时俱进,电子商务创新模式不断涌现,所有这一切都需要我们进行新的研究和总结,并且将这些新的研究成果反映到大学的教学。这次浙江大学出版社又邀请专家、教授,特别是教育部电子商务专业教学指导委员会的主要成员组成编委会,在原来的“电子商务系列教材”的基础上,重新开发了一套“普通高校电子商务专业系列教材”,除了对原先广受国内高校和读者的欢迎并被评为国家级“十一五”规划教材的《电子商务概论》、《客户关系管理》、《供应链与物流管理》等一批优秀教材组织修订外,还增加了《电子商务及其在电信行业中的应用》、《电子商务英语》等许多新书,从而使得这套教材更适应当前电子商务专业教学发展的需要。相信新开发的这套教材对于推动我国电子商务教学水平的提高、促进电子商务人才的培养能够发挥更加积极的作用。



2006 年 11 月 28 日于北京

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Chapter 1

Introductory Remarks

It seems to me you lived
your life like a candle in the
the wind.

Elton John (1947—)

Born in England, one of pop
music's great survivors.

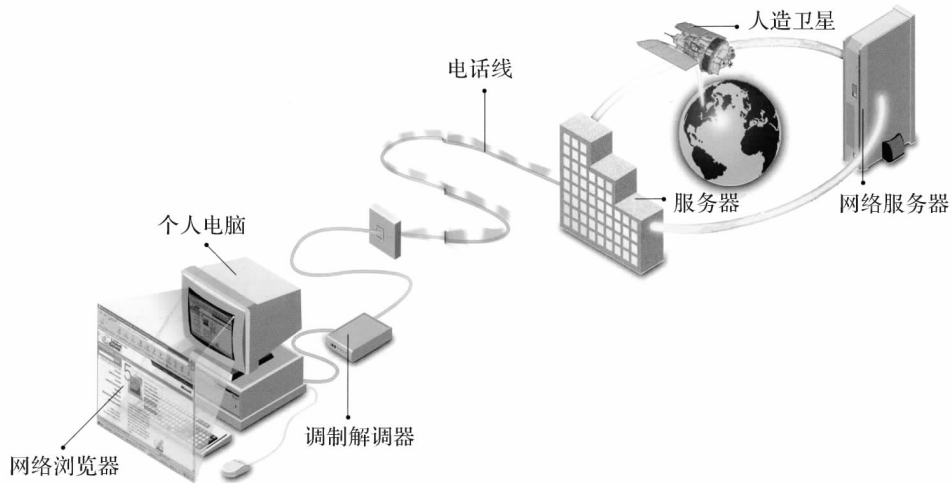
Electronic commerce, E-commerce for short, or abbreviated to EC, basically refers to the buying and selling or exchanging of products, services and information via computer networks including the Internet. In its broader sense, E-commerce is called E-business.

Q: *What is the Internet ?*

A: The Internet is a computer network. Hook two computers together so they can communicate with one another (See the diagram, p. 2). However, the system we call the Internet is global in scope and consists of millions of computers. It has evolved into perhaps the most powerful business and marketing medium ever known.

Q: *Does it mean that the Internet is a new technology in the 21st century ?*

A: Yes, exactly. In this century, the technology is the Internet, like the



invention of steam power in the 18th century. The Internet is the network of networks — the mother of all networks.

Q: *What are the most important Internet services ?*

A: They are the World Wide Web, electronic mail, and, perhaps, file transfer protocol, or FTP.

Q: *What is the World Wide Web ?*

A: The World Wide Web, abbreviated to WWW, is a vast information resource that exists around the world on hundreds of thousands of computers called Web servers. These contain website that can vary in content from a single page to many thousands of pages that are electronically linked to each other. The total number of pages now available on the World Wide Web is numbered in billions. These pages add up to a global library of information that you can access and navigate by using your computer.

Q: *Is it right to say that "the Web" is the largest and fastest growing area of the Internet ?*

A: Yes, that's right.

Q: *Then, isn't the Web the same as the Internet ?*

A: Many people use the terms “World Wide Web” and the “Internet” to mean the same thing, but they are different. The Internet is a global network of interconnected computers that communicate with each other via the existing telecommunications networks. The Web uses the Internet network to access and link websites. As well as providing the infrastructure over which the World Wide Web is able to operate, the Internet offers a variety of other forms of communications and resources, including e-mail, newsgroups, and discussion groups. If the Internet is like a system of roads linking places together, then requests for Web pages, and the data from Web pages, are just two of the many kinds of traffic that travel on this road system.

Q: *How does the Web work ?*

A: The World Wide Web consists of countless pages all connected via the global communications network provided by the Internet. The connections between pages are made by hypertext links, or “hyperlinks”, which are addresses embedded in the Web pages. These links may connect to pages on

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the same website, or to pages that are on a computer on the other side of the planet.

Q: *How do we access the Web ?*

A: To access the Web you need a personal computer(PC)connected to a modem — an electronic device that translates the computer's digital signals into the analog signals that can pass along telephone lines. You also need an account with an Internet service provider(ISP). ISPs are your gateway to the Web as they operate powerful computers that are permanently connected to the Internet. Through the modem and your ISP, you can explore what is available on the Web by using a program called a Web browser.

Q: *By the way , what's a Web browser ?*

A: A Web browser is a piece of software installed on the PC that lets us look at(or "browser")different websites. The most widely used Web browsers are Netscape Navigator and Microsoft Internet Explorer. Navigator was the first to arrive and quickly became the most popular browser on the market. Microsoft then created it own browser, called Internet Explorer, and ever since there has been a strong rivalry between the two, but both are excellent browsers. You can have both of them installed on your PC, and which one you use is a matter of personal preference.

Q: *How does the Web operate ?*

A: The Web operates under a protocol called HTTP(HyperText Transfer Protocol). A Web page is a text document written in HTML(HyperText Markup Language). A Web site is made up of multiple HTML files available on a Web server connected full-time to the Internet. A Web page can incorporate formatted text, images, animations, forms, sound, video, live chats, and other multimedia elements. Each Web page has its own unique URL(Uniform Resource Locator), or Web address, such as <http://www.domain.com/page.html>, so the user's computer can find that particular page.

Q: *What is the history of the World Wide Web ?*

A: The introduction of the World Wide Web is a recent event, even though the Internet was developed more than three decades ago. In 1991, a scientist named Tim Berners-Lee of CERN(the European Laboratory for Particle Physics) conceived an Internet-based publishing environment called the World Wide Web. With the invention of Mosaic in 1993, the first integrated graphical Web browser, the popularity of the World Wide Web as a communications medium quickly began to grow.

Q: *Would you please explain the history of the Internet ?*

A: Yes, gladly. In 1957 the successful launch of Sputnik by the Soviets may have triggered the space race, but it also helped bring about the Internet, although somewhat indirectly. In part because of Sputnik, the Advanced Research Project Agency (ARPA) was formed as part of the U. S. Department of Defense, also in 1957.

Among other things, ARPA created at a number of universities across the country. It soon became clear that these research centers needed to be able to communicate with each other through some type of infrastructure. The first four sites to be connected were at the University of California — Los Angeles(UCLA), the Stanford Research Institute, the University of California — Santa Barbara(UCSB), and the University of Utah.

Because this first network was military-oriented, the distribution of information through it was highly secretive. A system of splitting data into tiny “packets” that took different routes to the same destination was developed to make it more difficult to “eavesdrop” on these transmissions. It is this method of “packet switching” that allows the Internet to function as it does today: Large numbers of computers can go down, and data can still be transferred.

By 1969, new research into networking was being conducted. Standard systems of networking were needed in order for computers to be able to communicate with each other. Over time a system known as TCP/IP was devel-

oped; it became the standard protocol for internetworking in 1982.

Starting about 1994, large numbers of businesses began to recognize the Internet as an important business tool and market medium. Since then, the Internet has undergone phenomenal growth in numbers of users and numbers of businesses and organizations utilizing it for communications and marketing.

Q: *What's the Internet good for ?*

A: The Internet, or the Net as it's often called, is a real bag of tricks. You can seek, and usually find, answers to every question you've ever had, send messages or documents across the world in a flash, shop in another continent, sample new music, dabble in the stock market, visit art galleries, read books, play games, chat, catch the latest news from home, make new friends with similar interests, grab free software, manage your bank account or just fritter hours away surfing across waves of visual bubble-gum.

That's not to say the Internet is merely something to play on when you get home from work. Far from it. The Internet has huge capabilities for cheap, global, and immediate communication; it may grow to dominate areas of publishing, news, and education; it is already providing an alternative shopping mall; and it will almost certainly make major inroads into banking and customer support. It is also a serious business communications tool for everyday correspondence. In fact, it has become as indispensable as the fax and telephone.

Q: *It sounds interesting. What is it exactly ?*

A: Strictly speaking, the Internet is an international network of computers linked up to exchange information. The word "Internet" is a contraction of *international* and *network*. The core of this international network consists of computers permanently joined through high-speed connections. To get on the Net, you simply connect your computer to any of these networked computers via an Internet Service Provider. Once you're online (connected to the