

高等学校网络英语系列教材

网络英语 · 电子商务篇

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内 容 简 介

本书主要讲述电子商务的历史、发展和理论、电子商务的流程、网上支付、网络安全,以及电子商务的企业对客户、企业对企业、电子政务和电子商务的广阔前景。在内容上,本书环环相扣,层层递进;在选材上,本书全部采用最新的英语网络文章,语言鲜活、地道,文章体裁不拘一格,注解详细准确。

本书可作为高等院校英语专业“网上阅读”课程的教材,也可作为其他专业“电子商务”课程的教材。本书的使用对象是具有一定英语基础的大学本科生——英语、商务、国贸和计算机专业的学生都可以使用。同时,本书也适用于相关专业的研究生和对网络英语感兴趣的读者。通过阅读本书,读者不仅可以提高自己的网络使用技巧,而且还可以提高英语水平。

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人类迈进 21 世纪以来，电子技术发展日新月异。计算机的普及和互联网的广泛使用已经成为现代社会的标志。随着信息技术的发展，人们之间的交往和沟通方式也发生了变化。网上浏览、网上聊天、网上购物、网上流媒体点播及远程教育正是这种变化在人们生活中的具体反映。技术的发展和时代的变化对当代人提出了挑战，要求人们了解互联网，熟练地使用互联网，以便在瞬息变化的社会里与时俱进，赶上世界发展的潮流。

《高等学校网络英语系列教材》的出版正是适应了社会的需求，为读者提供了详尽的学习材料。本系列教材涉及网络基础、网络应用、电子商务等诸多方面。该系列教材内容丰富，集实用性、趣味性、知识性为一体，是一套难得的有关网络英语的教科书。

《高等学校网络英语系列教材》是英语教材，所选的文章都是英语原文。目前，图书市场上可以买到各种各样的英语读物和教材，但是有关网络的读物大多是用中文出版的，用英语出版的有关网络的读物和教材却寥寥无几。用英语学习有关网络的知识，可以使读者了解英语语言在一个比较陌生的领域里是如何使用的，让读者更广泛地接触真实的语言，帮助读者触类旁通，扩大英语词汇量，提高英语水平。

教育部于 2004 年修订并批准实施的《高等学校英语专业英语教学大纲》中新增了“网上阅读”课程，要求学生掌握网上阅读与从网上获取信息的能力。在国内的一些大学里还开设了“电子商务”课程。《高等学校网络英语系列教材》可以作为“网上阅读”和“电子商务”课程的阅读教材。因此，它填补了大学教材在这方面的空白。

《高等学校网络英语系列教材》是由北京第二外国语学院英语专家、教授编写的。他们不仅具有丰富的英语教学经验和国外生活经历，而且还热衷于计算机和网络技术的使用，并且在本科和研究生的教学中开设了相应的课程。编者的这种跨学科的知识结构使得这套系列教材更具实用性和教学上的可操作性。

愿广大读者能从这套教材中开阔眼界、了解网络，同时也能不断提高自身的英语水平。

阎善明教授

北京对外经济贸易大学

前言

网络和英语是当前社会上比较流行的话题，也是现代人必备的素质。在我国处于新世纪改革开放的大潮中及加入 宰戮之后的背景下，网络和英语无论在生活还是工作中都与我们紧密相连。本书的目的就是要适应新形势对教学改革的要求，力求通过高新技术手段，使学生熟练掌握网络应用的基本技能，并运用到实际生活和工作中去，以尽快提高学生的上网效率，充分利用网络这个无穷的宝藏，提高自身的素质。同时，由于网络上超过 怨怨的资源都是以英语为母语的人士所提供的，因此，本书的第二个目的就是对网络上流行的英语术语、词汇、惯用法、表达方式等进行总结，并用通俗的语言表达出来，使读者在获取知识的同时，对英语语言和网络术语也有一个大概的了解，以利于浏览英文网站。

本书在内容上包含电子商务活动所涉及的各个方面：从电子商务的历史、发展和理论的介绍到电子商务的流程、网上支付、网络安全，再从电子商务的企业对客户、企业对企业、电子政务到电子商务的广阔前景。在内容上，本书环环相扣，层层递进；在选材上，本书全部采用最新的英语网络文章，语言鲜活、地道，文章体裁不拘一格，注解详细准确。

本书可作为高等院校英语专业“网上阅读”课程的教材，也可作为其他专业“电子商务”课程的教材。本书的使用对象是具有一定英语基础的大学本科生——英语、商务、国贸和计算机专业的学生都可以使用。同时，本书也适用于相关专业的研究生和对网络英语感兴趣的读者。通过阅读本书，读者不仅可以提高自己的网络使用技巧，而且还可以提高英语水平。

由于本书编写时间仓促，难免有错误遗漏之处，恳请广大读者不吝指正。

编 者

圆原 年 猿月

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Chapter 1

A Brief History of Electronic Commerce

员爱瑶耘壹勤操肆赠悦皂皂藥藥月莽番解

Commerce, the exchange of valuable goods or services, has been conducted for thousands of years. Today, we think of commerce as conducting business, in which buyers and sellers come together in a marketplace to exchange information, products, services, and payments. Traditionally, business has been conducted in physical buildings, often referred to today as brick-and-mortar marketplaces. When the marketplace is electronic, business transactions occur across a telecommunications network where buyers, sellers, and others involved in the business transaction — such as the employees that process transactions — rarely see or know each other and may be physically located anywhere in the world. This process of buying and selling of products and services across a telecommunications network is often called electronic commerce, and the electronic marketplace is sometimes called a marketplace.

The initial development of electronic commerce began in the 1950s and 1960s, when banks began transferring money to each other electronically, using electronic funds transfer (EFT), and when large companies began sharing transaction information electronically with their suppliers and customers via electronic data interchange (EDI). Using EDI, companies exchange information electronically with their suppliers and customers, called trading partners, including information traditionally submitted on paper forms such as invoices, purchase orders, quotes, and bills of lading.^员 These transmissions generally occur over private telecommunications networks called value-added networks, or VANs. Because of the expense of setting up and maintaining these private networks and the costs associated with creating a standard interface between companies, implementing EDI has usually been beyond the scope of small and medium-sized companies. Now small and medium-sized companies (and many large companies) are beginning to use the Internet, which is a less expensive network alternative to VANs for the exchange of information, products, services, and payments.

员圆员瑶What is the Internet ?

To understand the Internet , you must understand networks. A network is simply a group of two or more computers linked by cable or telephone lines. The group of linked computers includes special computers called servers that provide users access to shared resources such as files , programs , and printers.

The Internet is a public worldwide network of networks ,connecting many small private networks. Computers on the Internet use a common set of rules ,called protocols ,for communication. The primary Internet protocol is called TCP/IP (Transmission Control / Internet Protocol).

员圆圆瑶A Brief History of the Internet

The Internet originated in the late 1960s, when the United States Department of Defense developed a network of military computers called the ARPANET (Advanced Research Projects Agency Network). Quickly realizing the usefulness of such a network, researchers at colleges and universities soon began using it to share data. In the 1980s the military portion of the early Internet became a separate network called the MILNET. Meanwhile the National Science Foundation (NSF) began overseeing the remaining non-military portions, which it called the NSFnet. Thousands of other government, academic, and business computer networks began connecting to the NSFnet. By the late 1980s, the term Internet had become widely used to describe this huge worldwide “network of networks.”

Businesses need some physical communications medium , such as network cable or a modem , connected to their computers , to connect to the Internet. Increasingly , individuals and businesses are using wireless connections to connect to the Internet. Additionally , to access the Internet , many small and medium-sized businesses must make arrangements to connect to a computer on the Internet called a host. An Internet service provider (ISP) provides access to a host computer. Large businesses , colleges , universities , and government institutions may already have a computer network that is part of the Internet.



员圆猿摇The World Wide Web

In 员愿怨, a software consultant named Tim Berners-Lee was at CERN (the European Laboratory for Particle Physics) in Switzerland, where he was working on ways to improve information sharing and document handling between the research scientists both at CERN and throughout the world. Using the concept of hypertext, whereby text on one page links to another page, he developed the first program that allowed pages containing hypertext to be stored on a computer in a way that allowed other computers access to the pages. Berners-Lee called his system of documents linked by hypertext the World Wide Web.

The World Wide Web (WWW), also called simply the Web, is, therefore, a subset of the Internet where computers called Web servers store documents that are linked together by hypertext links, called hyperlinks. A hyperlink can be text or a picture that is associated with the location (path and filename) of another document. The documents, called Web pages, can contain text, graphics, video, and audio as well as hyperlinks. A Web site is a collection of related Web pages. A Web browser is a software application used to access and view Web pages stored on a Web server. The two most popular Web browsers at this writing are Microsoft Internet Explorer and Netscape Navigator.

员圆源摇Internet and Web Demographics

Determining how many individuals are online and which Internet services they are using can be difficult. Research and marketing groups publish various estimates on a regular basis. However, because of the dynamic growth of the Internet, these estimates are quickly outdated. Additionally, there are differences among the various estimates because of differences in how Internet access and Web content are defined, the survey and calculation methods used, and how the data are gathered. Furthermore, the rapid growth in Internet access and online content makes estimating current growth and predicting future growth difficult at best.

However, there is one thing all growth estimates and predictions have in common: They indicate that the remarkable growth of Internet access and online content from year to year shows no sign of abating. For example, Nua Internet Surveys provides an “educated guess” of the growth in Internet access by aggregating data from multiple surveys. According to Nua Internet Surveys, Internet access worldwide increased from 员员 million people in March 员愿怨 to 猿愿 million people in September 圆园园, an increase of more than 员圆 percent.

员圆缘 缘 E-commerce Versus E-business

员戮摇耘噩噩忘蚤孽痒生咄噪旱穰赠耘馥燥宅赠

In this revolutionary economic environment , many of the limitations of space and time are disappearing. Businesses that once had geographically limited customer and competitor bases are finding that the whole world is now both customer and competitor. Companies that previously conducted business activities during traditional hours can now conduct those activities online 圓原 hours a day ,苑days a week ,猿缘days a year.

A popular independent Denver, Colorado, bookstore, The Tattered Cover, with two brick-and-mortar locations, has been doing business successfully for over 50 years. The Tattered Cover has traditionally



competed with other local Denver bookstores. Now , the Tattered Cover also competes with online bookstores such as Amazon.com and Barnes&Noble.com. To meet this new competition , the Tattered Cover added an Internet bookstore. From its Internet bookstore , the Tattered Cover sells books and gifts and provides special customer services around the clock ,including a schedule of upcoming special events and personalized search requests for hard-to-find books.

In the new economy , processing information is more powerful and cost-effective than moving physical products. Increasingly , the new economy is becoming less about the transfer of goods and more about the transfer of information. Information companies , such as Yahoo ! , which have relatively few physical assets and employees , can enjoy disproportionately large market values in the new economy. A leading information company in the automobile industry is Edmunds.com. Edmunds , founded in 1989, is the publisher of a number of automobile and truck reviews and pricing guides. In 1995, Edmunds introduced its Internet site , Edmunds.com , which has become a valuable online data source for information about new and used automobiles , including pricing , dealer cost and holdbacks , reliability , buying advice , and product reviews.

Because information is easier to customize than hard goods , many companies are finding that the information portion of their products or services is becoming a larger part of the total value they offer customers. Office product suppliers , such as Staples , create customized product catalogs for their large online customers that list only those items and prices negotiated by contract. Online grocers automatically retain previous shopping lists , allowing buyers to quickly add frequently purchased items to their grocery cart. Webvan.com , which began selling groceries online in 1996 in the San Francisco Bay area , automatically creates a My Personal Market for each customer , listing all of the items the customer has purchased in the past. My Personal Market is created with the customer's first order and updated with each subsequent order. Customers can log in to Webvan.com and go directly to My Personal Market , where they can view a list of their most frequently purchased items stored by purchase frequency , items from their most recent order , or every product they ever purchased sorted by product category. Finally , customers can create , save , and view their own custom grocery lists.

Traditional business intermediaries , such as distributors and agents , are being threatened by the new Internet economy in which buyers are linked directly to sellers. Travel Web sites such as Travelocity are replacing travel agents , and online trading services such as E * TRADE are taking business from traditional brokerage firms. In place of these traditional intermediaries , the new economy has encouraged the growth of a new kind of middleman , sometimes called an " infomediary , " that

organizes information on the basis of customer needs — for example , the Internet Truckstop , an online load , truck , route , freight matching , and bid posting service. The Internet Truckstop gathers information from truckers , trucking companies , brokers , shippers , freight forwarders , and others and then makes that information available for a fee to subscribing customers.^缘

Although the new economy is providing online opportunities for sellers , it is buyers who are dramatically gaining new economic power. Internet and Web access is fundamentally changing buyers' expectations about speed , convenience , comparability , and price. Buyers no longer have to travel to various physical locations to compare prices and services. Competing businesses that offer unique services or lower costs are just a mouse click away. Online shopping services such as Shop源com allow buyers to quickly locate and compare the prices and availability of competing products and services.

Autobytel.com , launched in March 员怨缘, provides shoppers with a haggle-and hassle-free auto shopping experience.^远 Shoppers who visit the autobytel.com Web site can access auto specifications , vehicle reviews , manufacturer incentives , and dealer invoice price information , and then elect to submit a purchase request to a local accredited dealer or visit the AutobytelDirect virtual car lot to purchase a car and have it delivered.^苑 In 员怨怨, autobytel.com generated more than \$ 员猿billion in car sales through its Accredited Dealer Network and had more than seven million registered users. There were more than five million unique visitors to autobytel.com and its wholly owned subsidiary , CarSmart.com , during the first quarter , 圆园园圆

The new economy is changing the rules of business : Time is collapsing , distance has vanished , information has greater value , traditional intermediaries are being replaced by “ infomediaries , ” and buyers hold more power than ever before.^愿

员怨怨缘 Efraim Turban and David R. King , *Introduction to E-commerce* , Chapter 员, Pearson Education , 圆园园圆



Notes

员怨 Using EDI , companies exchange information electronically with their suppliers and customers , called trading partners , including information traditionally submitted on paper forms such as invoices , purchase orders , quotes , and bills of lading. 摇公司以电子的方式 , 运用电子数据

交换, 与其供货商和顾客(又叫贸易伙伴)交换信息, 包括传统上以书面形式提交的信息如发票、定货单、报价和提货单。

圆摇 Millions of people use the Internet to shop for products and services, listen to music, view artwork, conduct research, get stock quotes, keep up to date with current events, and send e-mail. 摇好几百万人通过互联网购买产品和服务、听音乐、观看艺术品、做研究、了解股价、跟上最新的时事新闻或者发送邮件。

up to date : 最新的摇摇 current events : 时事摇摇 stock quotes : 股价

猿摇 Edmunds.com, which has become a valuable online data source for information about new and used automobiles, including pricing, dealer cost and holdbacks, reliability, buying advice, and product reviews. 摇 Edmunds.com 已经成为一个非常有价值的在线数据资源, 提供包括新旧车的价格、经销商成本和利润、可靠性、购买建议及产品评价等信息。

源摇 Because information is easier to customize than hard goods, many companies are finding that the information portion of their products or services is becoming a larger part of the total value they offer customers. 摇因为信息比实物产品更容易定制, 许多公司发现在它们为顾客提供的产品或服务的总价值里, 信息部分所占的比重正越来越大。

hard goods : 此处相当于 physical goods, 指实物产品

缘摇 The Internet Truckstop, an online load, truck, route, freight matching, and bid posting service. The Internet Truckstop gathers information from truckers, trucking companies, brokers, shippers, freight forwarders, and others and then makes that information available for a fee to subscribing customers. 摇 Truckstop 网是一家提供在线装卸、货车、路线、配货和报价的邮寄服务公司。Truckstop 网从货车司机、货运公司、经纪人、航运商、货运代理行和其他途径收集信息, 顾客只要付一定费用, 就可得到那方面的信息。

bid : 报价摇摇 broker : 经纪人

远摇 Autobyte.com, launched in March 员怨缘缘, provides shoppers with a haggle-and hassle-free auto shopping experience. 摇成立于 员怨缘缘年 猿月的 Autobyte.com 公司能为购物者提供一种可以避免争论不休地讨价还价的购车氛围。

haggle : 争论不休摇摇 hassle : 争论, 争吵摇摇 haggle and hassle : 讨价还价

苑摇 Shoppers who visit the autobyte.com Web site can access auto specifications, vehicle reviews, manufacturer incentives, and dealer invoice price information, and then elect to submit a purchase request to a local accredited dealer or visit the AutobyteDirect virtual car lot to purchase a car and have it delivered. 摇访问 autobyte.com 网站的购物者能够看到汽车说明书、性能评价、制造商促销信息及经销商发票价格信息, 然后向当地信用经销商提交购买申请, 或通过实地参观 AutobyteDirect 公司的汽车来购买并让其发货。

愿 The new economy is changing the rules of business: Time is collapsing, distance has vanished, information has greater value, traditional intermediaries are being replaced by "infomediaries," and buyers hold more power than ever before. 摇新经济正在改变着商务规则: 时间在瓦解, 距离已经消失, 信息具有更大的价值, 传统的中间人正在被“信息人”所取代, 买主拥有比以前更多的权利。



Vocabulary

marketplace 摇 *n.* 交易场所, 市场

mortar 摇 *n.* 灰泥

marketspace 摇 *n.* 空间市场

transfer 摇 *n.* (资金) 转移

interface 摇 *n.* 界面

protocol 摇 *n.* 协议

oversee 摇 *v.* 监督

subset 摇 *n.* 子集

graphic 摇 *n.* (一般用复数) 图, 图表

outdated 摇 *a.* 陈旧的, 过时的

demographic 摇 *a.* 人口统计

abate 摇 *v.* 减少, 降低

aggregate 摇 *v.* 合计, 总计

buzzword 摇 *n.* 专门术语

encompass 摇 *v.* 包括, 包含

spectrum 摇 *n.* 光谱; 范围, 幅度

intermediary 摇 *n.* 中间人, 调解人

disproportionate 摇 *a.* 不相称的, 不成比例的

customize 摇 *v.* 定做, 定制, 按规格改制

catalog 摇 *n.* 目录

log 摇 *v.* 记录

brokerage 摇 *n.* 经纪业, 经纪行

accredited 摇 *a.* 授权的, 认可的, 合格的

subsidiary 摇 *n.* 子公司



Special Terms

brick-and-mortar 摇 房屋, 房产

business transaction 摇 商务交易

electronic commerce / business 摇 电子商务

electronic funds transfer 摇 电子资金转移

electronic data interchange 摇 电子数据交换

particle physics 摇 粒子物理学

Internet access 摇 上网

physical assets 摇 固定资产

distributors and agents 摇 批发商和代理商

freight forwarder 摇 货运代理行

mouse click 摇 点击鼠标

accredited dealer 摇 信用经销商

II. Fill in the blanks with the proper forms of the phrases.

beyond the scope of 摇摇摇摇 shop for 摇摇摇摇摇摇 keep up to date
 a wide variety of work on on a regular basis
 at best around the clock in a broad sense
 in place of

员 I was _____ some new clothes , but I couldn't find anything.

圆 There still exist some mysterious happenings in the world which are hard to explain ,
 because they are _____ human knowledge.

猿 He spent a month _____ his thesis.

源 The city was _____ an ordinary sort of place.

缘 It has always been our policy to review staff productivity _____.

远 In order to finish the task , the workers have been working _____.

苑 _____ our advertised program , we will be showing a film.

愿 The old should also _____.

怨 The diet _____ of foods helps people keep fit.

员园 _____ , e-commerce equals e-business.

III. Translation.

1. Translate the following passage into Chinese.

It has been estimated that the world-wide e-commerce market will exceed \$ 源 billion in consumer transactions by the year 圆园园 (courtesy IDC) and 员缘 of all WWW users have used it to purchase a product or service online (courtesy CommerceNet / Nielsen Media). Regardless of what one's business is , one cannot ignore such a large group. To be a part of that community and show that you are interested in serving them , you need to be on the WWW for them.

Establishing a presence in any market place is essential to the success of your business. In creating this presence , there is some basic information that you want to advertise such as what you do and how someone can contact you. Many businesses convey basic information through business cards and brochures. However , unlike the limitation of business cards and brochures , a WWW site contains more detailed information and can be updated at any moment.

Some businesses get their local newspapers to write their opening and / or new promotion.

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陕西果业出版社

2. Translate the following Chinese into English.

我们正生活在一个以知识为基础的社会中。信息技术的进步已经使公司有可能快速而灵活地互动。

电子商务首先是知识社会的产品。它的其他的基本组成要素是电信基础设施、计算和信息技术工具。缺少任何一个因素或各要素间不平衡都可能是造成新千年里贸易落后的一个主要原因。

电子商务的历史和两种现象有联系：互联网和电子数据交换。互联网和电子数据交换始于 20 世纪 70 年代，当时互联网主要用在科研实验室和教育机构，而电子数据交换则通过附加值网成为大公司的媒介。

1984年，第一个应用型电子邮件是随着一种新的网络技术的公开展示而发送成功的。互联网的技术突破到来了。这促成了一种新的能满足一种开放式网络体系环境的协议版本的

开发,即文本控制协议/互联网协议。最终,互联网的广泛应用由万维网的发展而成为可能。

当互联网和电子商务这两个术语实际上已经变得同义并且广为人知的时候,公司广泛使用电子数据交换的情形似乎已经被人遗忘了。但是电子数据交换对商界的贡献不能被一笔勾销。它使几百万份订单在一个可靠性高又安全的环境中传送到各个不同的供应商那里。

IV. Supplementary Reading.

悦读看录·读读读·读读读·读读读

The U. S. government set up ARPANET in the 1960s for its own communications with the academic and defense establishment within the United States. In 1970s four supercomputers at universities were linked together via that network so scientists could share data. During the 1980s the technical infrastructure continued to expand with a series of incremental enhancements and additional users. By 1990s, computer hobbyists were becoming active on the system, and some people were beginning to use the term Internet. The National Science Foundation (NSF), the government agency most responsible for doling out government R&D grants, took over responsibility for managing the backbone network in 1990. But the big event came in 1991 when the World Wide Web (WWW) came online, making it much easier to access and use the network. The next turning point came in 1993 when the University of Illinois introduced a browser called Mosaic that made it possible for people to access and use (browse) the Internet much as they do today. During the second half of the 1990s, tools that made it easier to get onto the "information highway" continued to be developed, such as browsers from American startup firms (e.g. Netscape, Lycos, and Infoseek).

Students of the Internet are debating the extent of usage, but all would agree that Americans made up the largest population accessing the Net, until late 1999. In that year, for the first time Americans made up slightly less than 50 percent of the entire population of global users. While Americans still were the largest national community of users, the statistic suggested how quickly the rest of the world was getting on the Net, particularly in Western Europe and in East Asia. The best estimates suggest that by 1999 some 100 million computers were attached to the Internet, 10 million in 1998. With the arrival of the World Wide Web, making it so much easier for Americans to get connected with their personal computers, one could see the effect just in the numbers. In 1999, 100 million computers linked to the system, following the kinds of growth we saw with the PC once it acquired relatively easy operating systems (Microsoft's in the early 1980s, Apple's a few years earlier). Growth for the Internet continued at the torrid rate that we