

<<电子商务专业英语教程>>

图书基本信息

书名：<<电子商务专业英语教程>>

13位ISBN编号：9787121047831

10位ISBN编号：7121047837

出版时间：2007-8

出版时间：电子工业

作者：王晔 编

页数：244

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<电子商务专业英语教程>>

内容概要

本书旨在使读者掌握电子商务专业英语术语及用法, 培养和提高读者阅读和翻译专业英语文献资料的能力。

本书由15个主题单元组成, 涵盖了电子商务领域的基本理论、基本知识、基本技术、基本应用和法规等内容。

每个主题单元由课文、阅读材料、词汇、注释和练习组成。

书后附有参考译文、参考答案和参考文献。

为了方便教学, 本书另配有电子教案, 向采纳本书作为教材的教师免费提供。

本书可以作为电子商务、信息管理与信息系统、物流管理、市场营销等本专科专业英语教材, 也可供从事相关专业的工程技术人员参考使用。

<<电子商务专业英语教程>>

书籍目录

Unit 1 Electronic Commerce Theory Text A Overview of Electronic Commerce Exercises Text B Advantages And Disadvantages of Electronic Commerce Reading Materials IT Producing Industries -Hopeful Sighs In 2003 IT Producing Industries Weather the Recession and Recover SlowlyUnit 2 Internet and Protocols Text A Computer Networks Exercises Text B The TCP/IP Protocol Suite Reading Materials A Nation Online: How Americans Are Expanding Their Use Of The InternetUnit 3 Economics of Electronic Commerce Text A Interaction of Economics and E-commerce Exercises Text B E-Commerce Changes the Economics of Research Reading Materials Online Marketing Basics Establishing a Web PresenceUnit 4 Web Publishing Text A Online Publishing Exercises Text B Opportunities and Risks of Electronic Publishing Reading Materials Assessing the Need for an Online StoreUnit 5 Logistics Text A Logistics in Electronic Commerce Exercises Text B The Logistics Gaps in China Reading Materials The First Step to Internet Marketing:Pick Something to Promote Step One: Pick Something to Promote Selling Stuff Collecting Leads Info to Collect Other Stuff You Can Achieve with Search AdsUnit 6 EDI and Its Application Text A Electronic Data Interchange (EDI) Exercises Text B EDI Adoption and EDI Maturity Reading Materials Ten Key Steps to Successfully Marketing Your Business OnlineUnit 7 Electronic Marketing Structure and Direct Marketing Text A Overview of Electronic Marketing Structure Exercises Text B Direct Marketing Reading Materials Internet Marketing and customer referralsUnit 8 SCM and Electronic Commerce Text A IT and supply-chain management Exercises Text B The significance of virtual value chains in revealing new market opportunities "" Reading Materials A History of Logistics/Supply Chain ManagementUnit 9 Advertising Strategies Text A Advertising Methods on the Web Exercises Text B Advertisement Strategies Reading Materials How to Start Selling OnlineUnit 10 Security Issues in Electronic Commerce Text A Internet E-Commerce Security Exercises Text B Creating and maintaining Brands on the Web Reading Materials E-Commerce Security: Fact or Fiction?Unit 11 Eletronic Commerce LegislationUnit 12 Web Marketing Unit 13 Electronic Commerce and Information EconomyUnit 14 Electronic Commerce TrustUnit 15 Electronic Commerce Planning 参考译文

<<电子商务专业英语教程>>

编辑推荐

《电子商务专业英语教程》可以作为电子商务、信息管理与信息系统、物流管理、市场营销等本专科专业英语教材，也可供从事相关专业的工程技术人员参考使用。

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>