

<<电子商务英语>>

图书基本信息

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内容概要

本书主要内容选自英文原文文章，内容编排由浅入深，基本涵盖了电子商务的主要领域；文章内容适用，难度适中，语言流畅，既具有很强的专业性又具有很好的可读性。

本书共分7个单元，包括互联网基础、电子商务基础、网络营销、互联网网站、企业电子商务、电子商务的安全技术和电子商务法等内容。

为了便于读者自学，本书选取的每一篇文章都被精心地翻译为了中文，附在课文之后。

此外，本书精练地选取英语语法的重点、难点和翻译技巧加以讲解，这对于提高学生的阅读和翻译水平将起到很好的作用。

本书既可作为高等职业教育和大专院校电子商务等经管类专业学生的教材，也可供电子商务从业人员和企业管理人员阅读。

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章节摘录

版权页：插图：The Internet, sometimes called simply the Net, is a worldwide system of computer networks—a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANet. The original aim was to create a network that would allow users of a research computer at one university to be able to talk to research computers at other universities. A side benefit of ARPANet's design was that, because messages could be routed or rerouted in more than one direction, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster. Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. since it is directly across the street from her.

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《电子商务英语(第2版)》教材特点:教材资料选自英文原版、教学难度安排由浅入深、文章内容兼顾专业知识与职业教育、译文讲解突出翻译技巧和语法难点。

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