

<<电子商务英语教程>>

图书基本信息

书名：<<电子商务英语教程>>

13位ISBN编号：9787508447612

10位ISBN编号：7508447611

出版时间：2007-7

出版时间：水利水电

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页数：243

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内容概要

本书一本为高等院校、高职高专电子商务专业英语教学而编写的教材。

重点介绍电子商务的概念和分类、网络营销、电子支付、在线物流和电子政府等基础知识，此外还介绍了电子商务英语写作技巧等相关知识。

本书具有选材新颖、原文风格、循序渐进、通俗易懂、图文并茂、在线操作等特点。

本书既适合电子商务专业的读者，也适合相关专业的读者，还可作为从事商务工作人员的工具书

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书籍目录

Chapter 1 Overview of E-Commerce Unit 1 I.1 Passage A What is Electronic Commerce? 1.2 Notesto
 Passage A 1.3 Activities 1.4 Passage B The Evolution of Electronic Commerce 1.5 Notes to
 Passage B 1.6 Activities 1.7 Basic E-commerce English Writing 1.8 Related Reading The Basic
 Technology of E-Commerce--The Internet 1.9 Work Online Unit 2 2.1 Passage A The Social Effect
 Caused by Electronic Commerce 2.2 Notesto Passage A 2.3 Activities 2.4 Passage B Distinguishing
 Features of E-Commerce 2.5 Notesto Passage B 2.6 Activities 2.7 Basic E-Commerce English
 Writing 2.8 Related Reading The Basic Technology of E-Commerce-Internet Explorer 6 Overview 2.9
 Work Online Unit 3 3.1 Passage A The Application Flow of Electronic Commerce 3.2 Notes to
 Passage A 3.3 Activities 3.4 Passage B Benefits and Problems Caused by Electronic Commerce 3.5
 Notes to Passage B 3.6 Activities 3.7 Basic E-Commerce English Writing 3.8 Related Reading The
 Basic Technology of E-Commerce-Outlook Express 3.9 Work Online Word Bank 1 (章词汇表1
) Chapter2 Types of E-Commerce Unit 4 4.1 PassageA What isB2B? 4.2 Notesto Passage A 4.3
 Activities 4.4 Passage B What is B2C ? 4.5 Notes to Passage B 4.6 Activities 4.7 Basic
 E-Commerce English Writing 4.8 Related Reading The Basic Technology of E-Commerce-Make Use of
 E-mail 4.9 Work Online Unit 5 5.1 Passage A How B2B Differs from B2C 5.2 Notesto Passage A
 5.3 Activities 5.4 Passage B B2C and Its Customers 5.5 Notesto Passage B 5.6 Activities
 5.7 Basic E-Commerce English Writing 5.8 Related Reading Domain, Web, Website and FTP-Simple
 Steps to Register a Domain Name 5.9 Work Online Word Bank 2 (章词汇表2) Chapter 3 Network
 Marketing Unit 6 6.1 Passage A The Development of Network Marketing 6.2 Notes to Passage A
 6.3 Activities 6.4 Passage B Main Strategies of Network Marketing 6.5 Notesto Passage B 6.6
 Activities 6.7 Basic E-Commerce English Writing Unit 7 Unit 8 Unit 9Chapter 4 E-Payment
 Unit 10 Unit 11 Unit 12 Unit 13Chapter 5 E-Shopping & Logistics Unit 14 Unit 15 Unit 16Chapter
 6 E-Government Unit 17 Unit 18Appendix参考文献参考网站

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编辑推荐

《21世纪高等院校规划教材：电子商务英语教程》系统而又全面地介绍了电子商务的基础知识，对其中关键的电子商务术语均给出了注释，针对性、时效性强，注重理论与实际应用相结合。对引导学生和读者积极参加实践活动，将本书的知识转化为一种谋生的手段有极大的帮助和参考价值。

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