

<<电子商务专业英语>>

图书基本信息

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前言

自20世纪90年代中后期以来,随着互联网的飞速发展,电子商务无疑已成为最热门的课题之一。

世界各地都非常重视电子商务的应用与研究,高等院校更是如此。

近两三年来,为了促进我国电子商务的发展,我国以高等院校为主体出版了大量的电子商务方面的教材和著作,这对于我国开展电子商务、培养电子商务方面的专业人才大有益处。

但大多数教材还主要集中于中文翻译或中文改编版本的层面上。

随着我国高等教育国际化的发展,越来越多的高校开始重视中英文双语教学,为此一些高校引进了部分英文原版或影印版教材,这些教材在受到师生欢迎的同时也面临着一些新的问题,如与我国实际结合不紧、内容选择单一、难度不易掌握、教学量难于控制、过多的专业词汇不利于学生自学等。

为此,一些从事双语教学的高校教师根据形势的需要,结合自身的教学实践,编写出了新一代的专业英语教材,以更好地满足新时期高校双语教学,这些都是很有意义的尝试。

由孙建忠、王斌主编,白凤仙、鲍玉昆副主编的《电子商务专业英语》(本科版)就是其中之一。

其实,由孙建忠、王斌、白凤仙等合编的《电子商务专业英语》(高职高专版)已于2003年元月出版,并且受到了读者的好评。

本科版教材吸取了原高职高专版的编写经验,参阅了大量最新出版的电子商务著作与文献资料,结合在武汉部分高校开展的双语教学实践,突出了如下特点:注重教材的可读性与知识性的统一,所选课文不仅有一定的趣味性,而且专业性强、难度适中。

注重教材的知识面与内容新颖性的统一,所选课文既覆盖了电子商务领域的各个方面,又反映了电子商务的最新发展、难度适中。

本书增加了科技论文英文写作、商务英文信函写作、构词法、阅读难点分析等四个专题,有助于学生熟悉和掌握电子商务英语的必要技能,扩大知识面。

本教科书主要适合普通高等院校电子商务方向的本科生,也可供研究生和电子商务专业人士参考。

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内容概要

本书是普通高等教育“十一五”国家级规划教材。

本书第一版于2004年出版，第二版在延续第一版编写风格的基础上，为更好地适应教学改革需求，考虑电子商务技术的发展，根据广大读者使用的反馈和作者多年讲授该课程的教学经验，在保持第一版教材编写风格的基础上，对各章节的内容、结构等进行了修订、调整、完善和补充。

全书共14章，主要内容包括：电子商务的基本概念、电子商务的技术基础、电子商务模式、B2B电子商务、电子支付系统、电子商务安全、电子商务定价、网络营销、电子商务法律问题、电子物流、建设成功的网上企业、建立电子商务应用以及案例分析等。

本书内容覆盖了当今电子商务技术的各个方面，并力求体现电子商务的最新发展。

本书所有内容均取材于最近几年国外出版的原版教材和互联网，内容新颖，系统性强。

每一章都围绕一个主题，配有学习指导、详细注释和参考译文以及精心安排的练习，可以使学生很快掌握课文要点。

每章还介绍一个专业英语学习专题，帮助读者掌握专业英语的阅读、翻译和写作技巧。

本书既可作为高等院校电子商务及相关专业电子商务专业英语教材，也可用作管理与技术人员了解并学习电子商务知识的参考书。

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章节摘录

In the period from 2000 to 2003, many industry observers were writing obituaries for electronic commerce. Just as the unreasonable expectations for immediate success fueled the high expectations during the boom years, overly gloomy news reports colored perceptions during this time. Beginning in 2003, with the general economy still in the doldrums, electronic commerce began to show signs of new life. Companies that had survived the downturn were not only seeing growth in sales again, but many of them were showing profits. Although the rapid expansion and high levels of investment of the boom years are not likely to be repeated, the second wave of electronic commerce is well under way. This section defines electronic commerce and describes how it is growing once again in its second wave.

1.2.1 Electronic Commerce and Electronic Business

To many people, the term "electronic commerce" means shopping on the part of the Internet called the World Wide Web (the Web) . However, electronic commerce (or e-commerce) also includes many other activities, such as businesses trading with other businesses and internal processes that companies use to support their buying, selling, hiring, planning, and other activities. Some people use the term electronic business (or e-business) when they are talking about electronic commerce in this broader sense. For example, IBM defines electronic business as "the transformation of key business processes through the use of Internet technologies". Most people use the terms "electronic commerce" and "electronic business" interchangeably. In this book, the term electronic commerce (or e-commerce) is used in its broadest sense and includes all business activities that use Internet technologies. Internet technologies include the Internet, the World Wide Web, and other technologies such as wireless transmissions on mobile telephones or personal digital assistants (PDAs) . Companies that operate only online are often called dot-com or pure dot-com businesses to distinguish them from companies that operate in physical locations (solely or together with online operations) .

1.2.2 Categories of Electronic Commerce

Some people find it useful to categorize electronic commerce by the types of entities participating in the transactions or business processes. The five general electronic commerce categories are business-to-consumer, business-to-business, business processes, consumer-to-consumer, and business-to-government. The three categories that are most commonly used are:

- Consumer shopping on the Web, often called business-to-consumer (or B2C) . Transactions conducted between businesses on the Web, often called business-to-business (or B2B) . Transactions and business processes in which companies, governments, and other organizations use Internet technologies to support selling and purchasing activities.

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编辑推荐

《电子商务专业英语(第2版)》特色：用英语编写的电子商务技术教材，适合双语教学贯彻专业知识的系统性与内容新颖性统一的原则注重教材的可读性与知识性的统一，课文专业性强、难度适中结合我国实际，增加了有关国内电子商务发展和典型案例等内容针对中国学生特点，增加了科技论文英文写作、商务英语信函写作、构词法、阅读难点分析等专题，指导学生切实掌握专业英语技能注重专业技能培养，每章配有一定的创新性实践作业，引导学生查阅最新的文献资料，掌握学科前沿；正确运用专业知识，进行分析案例、设计电子商务策略等提供课程PPT电子教案和课文译文，方便教学

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