

<<电子商务英语>>

图书基本信息

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前言

“电子商务英语”一书，是根据高职高专学生的教学要求和特点，以培养学生实际应用能力为目的，本着实用性和适应性的原则而编写的。

通过本书的学习，学习者可掌握电子商务英语的基本术语，了解电子商务的理论知识，掌握电子商务英语的阅读及翻译技巧，提高其专业技能。

本书共有15个单元，课文涉及电子商务简介、因特网简介、企业与电子商务、B2c、B2B、供应链管理、网络营销、客户关系管理、电子商务与物流、网上支付、网络安全、电子商务与税收、网站建设、电子商务发展趋势、电子商务案例。

本书在内容安排上贯彻以培养学生实际应用能力为目的的原则，体现电子商务英语的应用性、新颖性和前瞻性，注重知识的学习和实际运用能力的培养。

在内容的编排上由浅入深，文章难度适中，既具有很强的专业性又具有很好的可读性。

每个单元均包括：精读课文、词汇短语、阅读材料、课后练习、知识链接、趣味英语等内容。

通过本教材的学习，不仅让读者能对国际电子商务的新理论、新应用、新发展和新趋势有一个比较全面的理解与把握，更能够提高他们的专业英语水平。

本书由吕秀成担任主编，参编人员有徐春暖、马晓曼，吕秀成负责全书统稿。

在编写本书的过程中，魏翠芬、吴国华、魏春忠对本书的结构及内容提出了很多好的建议，在此表示感谢。

由于编者水平有限，书中难免出现疏漏，恳请各位读者提出宝贵意见。

内容概要

本书是为高职高专学生进行专业英语学习而编写的。

在内容的编排上由浅入深，文章难度适中，既具有很强的专业性又具有很好的可读性。

本书共有15个单元，课文涉及电子商务简介、因特网简介、企业与电子商务、B2C、B2B、供应链管理、网络营销、客户关系管理、电子商务与物流、网上支付、网络安全、电子商务与税收、网站建设、电子商务发展趋势、电子商务案例。

本书适合高职高专财经类学生使用，也可供相关人员学习使用。

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章节摘录

As computer network facilitates information exchange in a speedy and inexpensive way, Internet now penetrates into almost every corner of the world. SMES can forge global relationships with their trading partners everywhere in the world. High-speed network makes geographical distance insignificant. Business can sell goods to customers outside traditional markets, explore new markets and realize business opportunities more easily. SMES who cannot afford to establish overseas offices and strongholds can now increase their exposure to every corner of the world. Business can gather information on products, buyers and competitors through Internet so as to increase their own competitiveness. Business can maintain their competitive advantage by establishing close contact with their customers and consumers anytime and looking through Internet for the latest information on products and services round the clock. On the other hand, data can be updated anytime, eliminating the problem of out-dated information.

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