

《电子商务专业英语》

图书基本信息

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前言

随着网络、通信和信息技术在国际贸易和商业领域的广泛应用，通过Internet实现商务活动的国际化、信息化和无纸化，已成为国际商务发展的一大趋势。电子商务正是为了适应这种以全球为市场的变化而出现和发展起来的。电子商务从广义上讲，是指人们通过计算机网络进行的各种商务活动。它可以使企业跟供应商更紧密地联系，更快的满足客户的要求。也可以让企业在全世界范围内选择最佳供应商，在全世界市场上销售商品，这就能够大大缩减生产和销售成本。电子商务的光辉前景预示着对电子商务技术人员的大量需求，如今许多高校都设有与电子商务相关的各种专业，而电子商务专业英语自然成了这些专业的必修课程。为了保证本教材的编写质量，我们首先严把选材关。我们以电子商务专业教学大纲为依据，注意了选材的时效性、实用性和前瞻性，比较全面地介绍了电子商务的基本知识，涵盖了B2B、B2C、ERP、客户关系管理、供应链管理、数据加密、在线支付、电子货币、网上银行、智能卡、网络营销以及相关的计算机和网络技术等诸领域，兼顾商务与技术两方面。

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内容概要

《电子商务专业英语》参考电子商务专业教学大纲，用英语比较全面地介绍了电子商务的相关知识。

《电子商务专业英语》在选材上充分考虑实用性、广泛性和前瞻性，内容包括电子商务基础知识、B2B、B2C、电子商务基础构架、客户关系管理、供应链管理、数据加密标准、在线支付、安全电子交易、电子货币、网上银行、智能卡、网络营销以及相关的网络技术如XHTML等，兼顾了商务与技术。为帮助读者加深理解和巩固知识，每篇课文都辅以一定的练习。在全书的最后还给出了单词总表和参考译文。《电子商务专业英语》可作为本专科院校电子商务、计算机及信息管理等专业专业英语教材，也可供各种培训班以及具备一定英语基础的人员自学使用。

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章节摘录

Para 1 Say you're working for Computer Chip Corporation, the world's leading supplier of computer memory products. After the recent meltdown in the tech sector, your CEO is more determined than ever to crush the competition. So the big boss meets with the board of directors, and after a long, heated debate, they call you in to tell you they want to open CCC's cyberdoors in (gulp !) six weeks. That should be plenty of time, they insist. After all, the CEO's daughter (a sophomore at Berkeley) built her own on-line store in a mere three weeks, so she's selling enough Beanie Babies to put herself through college. "Surely we can sell our RAM computer memory chips for less ? You know, direct to the customer ? " the board chimes in unison.

Para 2 Don't panic. Six weeks may sound a bit tight, but it's still not a hellish 24-hour turnaround. With the right planning and a little luck, you just might make it. So calmly say, "I'll get right on it," and then immediately register the domain name ramforless.com with Network Solutions or another domain registry service. (Actually, you'll have to come up with your own name since ramforless.com has already been grabbed for the purposes of this tutorial.) That done, take a deep breath and then read the rest of this tutorial in its entirety. By looking before leaping, you'll learn about all the e-commerce gotchas that can hit you unexpectedly. Planning ahead will not only save you quite a bit of redevelopment time down the road, it will also help you make educated decisions as you choose the right e-business solution for your company.

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