

《全国高等院校电子商务系列实用规划教材 电子商务英语》

书籍信息

版次：1

页数：

字数：

印刷时间：2010年02月01日

开本：16开

纸张：胶版纸

包装：平装

是否套装：否

国际标准书号ISBN：9787301053645

丛书名：全国高等院校电子商务系列实用规划教材

内容简介

本书精选40篇电子商务英语阅读材料，旨在提高学生的阅读与写作能力，拓宽学生的知识面，使其理解并掌握电子商务的基本概念、原理及发展趋势，从而促进学生外语技能与专业知识的全面发展。

本书共分10个单元。每个单元涉及电子商务的一个主题，主要包括电子商务的基本概念、电子市场的基本架构、B2C电子商务、B2B电子商务、电子商务中的客户行为及客户服务、电子商务的技术架构、移动商务的发展、电子营销、电子商务中的支付体系以及电子商务涉及的法律道德问题。每个单元以阅读训练为主，并提供科技英语翻译及写作技巧点拨，以帮助学生在提高阅读能力的同时，加强写作能力的训练。

本书可作为高等院校电子商务及相关专业本科生与研究生的教材，也可供读者自学使用。

目录

UNIT 1 Brief Introduction to E-commerce

Text

The Emergence of E-commerce

Supplementary Reading 1

E-commerce in China

Supplementary Reading 2

Amazon--Before and After

Supplementary Reading 3

Should E-commerce Be Taxed Like Any Other Commerce

参考译文

UNIT 2 E-commerce Market Mechanism

Text

Electronic Marketplaces

Supplementary Reading 1 eBay--The Juggernaut of E-marketplaces

Supplementary Reading 2

Collaborative Commerce--The Next Big Trend in Partnering

Supplementary Reading 3

Making the Web Just another Venue for Trade-Shows

参考译文

UNIT 3 Business-to-Customer E-commerce

Text

Yesterday, Today and Tomorrow of B2C E-commerce

Supplementary Reading 1

B2B vs B2C--More Than Just a Letter

Supplementary Reading 2

FAQ for B2C

Supplementary Reading 3

What is the Difference between B2C and B2B

参考译文

UNIT 4 Business-to-Business E-commerce

Text

Business-to-Business E-commerce

Supplementary Reading 1 B2B Marketing Strategies

Supplementary Reading 2 E-Commerce Procurement Management

Supplementary Reading 3

Research on Partner-Choosing and Web Services for B2B E-commerce in Virtual Enterprises

参考译文

UNIT 5 Consumer Behavior and Customer Services in E-commerce

Text

Customer Behavior Affects E-commerce Competitiveness

Supplementary Reading 1

E-commerce Report: Technology that promises to analyze sales data more simply and quickly could alter customer interactions

Supplementary Reading 2

Improving Customer Experience: Usability Testing Is Not Enough

Supplementary Reading 3

Five Myths in E-Commerce about Personalization

参考译文

UNIT 6 Technical Infrastructure of E-commerce

Text

Database

Supplementary Reading 1

Two Technical Infrastructures of E-commerce--Data Management and Computer Network

Supplementary Reading 2

Internet

Supplementary Reading 3

Communities in Cyberspace

参考译文

UNIT 7 Mobile Commerce

Text

Mobile Commerce

Supplementary Reading 1

M-commerce Security Challenges and Solution

Supplementary Reading 2

M-commerce at Helsen Health Insurance

Supplementary Reading 3

M-commerce in China

参考译文

UNIT 8 Online Marketing

Text

E-marketing

Supplementary Reading 1

E-marketing Strategy and Tesco's E-marketing Campaign

Supplementary Reading 2

Google and Financial Crisis

Supplementary Reading 3

Search Engine Optimization

UNIT 9 Payment System in E-commerce

Text

Electronic Payment

Supplementary Reading 1

Electronic Funds Transfer

Supplementary Reading 2

Untraceable Digital Cash, Information Markets, and BlackNet(1)

Supplementary Reading 3

Untraceable Digital Cash, Information Markets, and BlackNet(2)

参考译文

UNIT 10 Law, Ethics in E-commerce

Text

Computer Security

Supplementary Reading 1 Computer Virus

Supplementary Reading 2 The Law of the Web for Businesses

Supplementary Reading 3 Privacy and Confidentiality in an E-commerce World

参考译文

Key to Exercises

References

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

[更多资源请访问www.tushupdf.com](http://www.tushupdf.com)