

<<电子商务专业英语>>

图书基本信息

书名：<<电子商务专业英语>>

13位ISBN编号：9787040338614

10位ISBN编号：7040338610

出版时间：2012-1

出版时间：孙瑞新 高等教育出版社 (2012-01出版)

作者：孙瑞新 编

页数：152

版权说明：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：<http://www.tushu007.com>

<<电子商务专业英语>>

内容概要

《电子商务专业英语（第2版）》是教育部职业教育与成人教育司推荐教材配套用书，是为满足中等职业学校电子商务专业教学需要而编写的教材，在第一版的基础上修订而成。

《电子商务专业英语（第2版）》涉及电子商务基础、远程医学、网上广告、网络营销、物流与配送供应链、数字钱包、电子资金转账、因特网接入方法、浏览器、防火墙、虚拟企业、客户关系管理、财务分析、处理器、Windows XP、中国加入WTO议定书、电子商务示范法等多方面内容。课文实用、新颖，配有多幅英汉对照图片，练习题有多种类型并附参考答案。

本书可作为中等职业学校电子商务专业教学用书，也可供电子商务从业人员参考。

书籍目录

Lesson 1 What Is ElectronicCommerce ?

New Words & PhrasesSpecialized TermsNotesExercisesReading Material: Classification of E-commerceLesson 2 Web Used in BusinessNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Mail SafeLesson 3 TelemedicineNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: How Can I See a Doctor on the Internet ?

Lesson 4 Hacker KevinMitnick'sSecurity AdviceNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Black Hat CrackersLesson 5 Online SellingNew Words & PhrasesSpecialized

TermsNotesExercisesReading Material: The Effectiveness of Your Marketing CampaignsLesson 6

ElectronicMarketingStrategyNew Words & PhrasesSpecialized TermsNotesExercisesReading Material:

Point-of-Sale SoftwareLesson 7 FedExNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Timely DeliveryLesson 8 Supply Chain Solutionsof UPSNew Words & PhrasesSpecialized

TermsNotesExercisesReading Material: Keeping CustomersLesson 9 Digital WalletsNew Words &

PhrasesSpecialized TermsNotesExercisesReading Material: Electronic PurseElectronic WalletLesson 10 Data

Message and EDINew Words & PhrasesSpecialized TermsNotesExercisesReading Material: ElectronicFunds

Transfer (EFT) Lesson 11 Internet Access Methods——ISP, ANALOG Modems, ISDN,CABLE Modems and

DSLNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Cable ModemsLesson 12 Myths

About theInternetNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Infrared PortLesson

13 Internet Explorer 6New Words & PhrasesSpecialized TermsNotesExercisesReading Material:

MicrosoftWindows Media PlayerLesson 14 FirewallNew Words & PhrasesSpecialized

TermsNotesExercisesReading Material: Could Firewall Protect Against Viruses ?

Lesson 15 Virtual EnterpriseNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Virtual

Host ComputerLesson 16 Customer RelationshipManagementNew Words & PhrasesSpecialized

TermsNotesExercisesReading Material: American Online (AOL) Lesson 17 Financial AnalysisNew Words &

PhrasesSpecialized TermsNotesExercisesReading Material: Current Ratio Quick RatioLesson 18 Digital

CameraNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Digital Cameras and Video

DeviceLesson 19 Windows XPNew Words & PhrasesSpecialized TermsNotesExercisesReading Material: Fast User

SwitchingLesson 20 Do E-books Spell the EndLesson 21 Administration of the Trade Regime (1) Lesson 22

Administration of the Trade Regime (2) Lesson 23 Introduction to the Model Law on Electronic

CommerceAppendix A VocabularyAppendix B Reference TranslationsAppendix C Keys to Exercises

章节摘录

版权页：插图：ISP is the abbreviation of Internet Service Provider. Before getting connected with the Internet, an Internet user must apply for an account and a password from an ISP. He should also get its dialup number, the addresses of its domain name server and of the mail server. THE ANALOG Modem For dialup connection, you need a computer, a modem and a telephone line. The modem is the combination of modulator and demodulator. It enables the mutual conversion of analog signals and digital signals. Dialup connection is impossible without modem. The new 56 Kbps ITU (International Telecommunications Union) V. 90 and V. 92 standards resulted from key compromises made by vendors. 56 Kbps modems are satisfying user demand for more speed at the desktop, while at the same time, creating the desire for even more high-bandwidth applications. IDC predicts that analog modem technology will remain the primary access technology probably for some time beyond.

<<电子商务专业英语>>

编辑推荐

《电子商务专业英语(第2版)》为教育部职业教育与成人教育司推荐教材配套用书,中等职业学校电子商务专业教学用书之一。

版权说明

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:<http://www.tushu007.com>