

<<电子商务英语>>

图书基本信息

书名：<<电子商务英语>>

13位ISBN编号：9787115227881

10位ISBN编号：7115227888

出版时间：2010-10

出版时间：人民邮电出版社

作者：张云 编

页数：262

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>

## 前言

电子商务是一门新兴学科。

它的特点是信息技术加商务管理，涉及面极广，对信息基础设施、法律体系提出了更高的要求。

如果没有专业人才，这一切将无法实现。

由于诸多原因，国际上最通用的语言仍是英语。

而互联网的普及，更加强了英语作为跨文化交流的地位。

为了更好地迎接电子商务的挑战，要求相关的专业人才必须具备较高的专业英语水平。

在编写过程中，编者以电子商务与网络技术为背景，针对高职高专的教学特点，参考了大量的国内外电子商务类的书籍，精心组织，合理选材。

全书有如下特点。

在编排上，每一个单元围绕一个主题，分TextA和TextB两篇课文进行阐述，并配有该单元的学习指南，每个单元都有详细注释、课后习题和参考译文，为课堂教学和自学提供了方便。

本书在编写的过程中突出强调了学习者对于专业文献的各方面的应用能力，安排了时文阅读技巧、时文翻译技巧、商务电邮写作和工作场景用语等。

此外，为了满足学习者的可持续性技能的发展，教材在每一单元后还安排了自学环节以供学习者进行自主测试。

本书系统地收集了全球电子商务网站集锦、电子商务常用词汇和部分的屏幕英语。

为了学习方便，本书提供了课文的参考译文。

需要说明的是，笔者在翻译时，考虑到读者学习的需要，尽量采用直译的方式，以保持译文与原文结构的一致性。

## <<电子商务英语>>

### 内容概要

本书在编写的过程中突出强调读者对于专业文献的各方面的应用能力，安排时文阅读技巧、时文翻译技巧、商务电邮写作和工作场景用语等内容。

本书分10个单元，共20篇课文和10篇阅读材料，内容涉及电子商务概述、电子商务的交易模式、电子商务安全技术、电子商务网上支付、电子商务物流管理、电子商务的系统实施、网络营销和电子商务的行业应用等10个方面，力求在向读者提供丰富的电子商务英语词汇及阅读资料的同时，向读者介绍目前电子商务运营的各个环节、内容以及未来的发展动向。

本书可作为高职高专院校电子商务、物流专业和金融管理等专业的教材，也可作为从事电子商务人员及其他自学者学习用书。

## &lt;&lt;电子商务英语&gt;&gt;

## 书籍目录

Unit One	Electronic Commerce Summary	Text A	Electronic Commerce(EC) Theory	Text B	
	Technological Platform of E-commerce		Skills of Understanding	找出主题句, 确定中心思想	
	Skills of Translation	根据上下文/逻辑关系确定词义	Skills of Business E-mail Writing	回复工作邀请信	
	Skills of Oral Language in Working Condition	第一天上班报到	Self-study	Projecting the Economic Impact of the Internet	
Unit Two	Trading Modes of E-commerce	Text A	Understanding B2C E-commerce	Text B	What is B2B?
	Skills of Translation	词类转换译法	Skills of Understanding	寻找重要事实和论据	Skills of Translation
	Skills of Business E-mail Writing	求助信	Skills of Oral Language in Working Condition	同事之间	Self-study
	Know Something About B2C E-commerce	Unit Three	Security Technologies of E-commerce(Part One)	Text A	Secure Electronic Transaction
	Text B	Security Techniques	Skills of Understanding	猜测词义	Skills of Translation
	Skills of Business E-mail Writing	邀请信	Skills of Oral Language in Working Condition	愉快地工作	Self-study
	Internet and EB Security	Unit Four	Security Technologies of E-commerce(Part Two)	Text A	Firewall
	Text B	Computing System Security Measures	Skills of Understanding	推理和判断	Skills of Translation
	Skills of Business E-mail Writing	电话记录	Skills of Oral Language in Working Condition	工作中的解决之道	Self-study
	Achieving Electronic Privacy	Unit Five	Payment of E-commerce on Net(Part One)	Text A	Electronic Systems of Payments
	Text B	Electronic Payment & Taxation	Skills of Understanding	确定作者的观点和态度	Skills of Translation
	Skills of Business E-mail Writing	给顾客写邮件	Skills of Oral Language in Working Condition	顾客就是上帝	Self-study
	Why isn't E-cash a common currency?	Unit Six	Payment of E-commerce on Net(Part Two)	Text A	The SET Protocol
	Text B	E-money	Skills of Understanding	阅读理解考查的重点	Skills of Translation
	Skills of Business E-mail Writing	用邮件进行预订	Skills of Oral Language in Working Condition	预订	Self-study
	Some Issues About E-commerce Payments	Unit Seven	Logistics Management of E-commerce	Text A	Logistics in Electronic Commerce
	Text B	Green Logistics	Skills of Understanding	提高阅读理解的几个注意点	Skills of Translation
	定语从句的翻译	Skills of Business E-mail Writing	用邮件发起邀约	Skills of Oral Language in Working Condition	Get It Running
	顺利运行	Self-study	Logistics automation	Unit Eight	Implementation of the E-commerce System
	Text A	The ABCs of ERP	Text B	What is CRM?	Skills of Understanding
	英语阅读技巧(著名新东方英语培训中心)	Skills of Translation	倍数的译法	Skills of Business E-mail Writing	用邮件邀约共进晚餐
	Skills of Oral Language in Working Condition	At A Restaurant	餐宴用语	Self-study	Evaluating the Performances of E-commerce Systems
	Unit Nine	Network Marketing	Text A	Web Marketing Strategies	Text B
	Overview of Electronic Marketing Structure	Skills of Understanding	阅读理解题型介绍	Skills of Translation	长句的翻译
	Skills of Business E-mail Writing	顾客意见反馈信	Skills of Oral Language in Working Condition	下班之后	Self-study
	The Real Problem with Network Marketing and Multi-level Marketing(MLM)	Unit Ten	Industry Applications of E-commerce	Text A	The Impact of EC on the Travel Industry
	Text B	Advertising of E-commerce	Skills of Understanding	影响阅读速度的几个障碍点	Skills of Translation
	常见的计算机英语及缩写	Skills of Business E-mail Writing	书写简单的通知	Skills of Oral Language in Working Condition	技术会议
	Self-study	Electronic Publishing: Assessing Opportunities and Risks	附录1	译文	附录2
	总词汇表	附录3	常用电子商务词汇表	附录4	屏幕英语
	附录5	考试样卷	附录6	电子商务网站集锦	Bibliography

## 章节摘录

For much of history, encryption algorithms were symmetrical, which means that the same key was used to both encrypt and decrypt a message. This means that the sender and receiver had to agree in advance on the key. Symmetrical key encryption is also called private key encryption. There are a wide variety of symmetrical encryption algorithms. The most widely used symmetrical encryption algorithm was the DES, which was sanctioned by the National Institute of Standards and Technology ( NIST ) for use with unclassified government documents. The DES employed 56-bit keys. While DES is still used, other algorithms have been invented because of its susceptibility to brute force attack. For example, RC2, RC4, and RC5 are a series of encryption algorithms invented by RSA Data Security. Their keys range in length up to 2,048 bits. One difficulty with symmetrical or private key encryption is that many Internet messages are sent between people who have never met. Another difficulty is that web servers are accessible to many people. If a server's private key is distributed to thousands of users, there is no way that the key will remain secret for long. For these reasons, a new type of algorithm, called public key encryption, was invented in 1976 by Whitfield Diffie and Martin Hellman.

## &lt;&lt;电子商务英语&gt;&gt;

## 编辑推荐

《电子商务英语(第2版)》：精选阅读文章提供参考译文配有考试样卷及答案在编写过程中，编者以电子商务与网络技术为背景，针对高职高专的教学特点，参考了大量的国内外电子商务类的书籍，精心组织，合理选材。

在编排上，每一个单元围绕一个主题，分TextA和TextB两篇课文进行阐述，并配有该单元的学习指南，每个单元都有详细注释、课后习题和参考译文，为课堂教学和自学提供了方便。

《电子商务英语(第2版)》在编写的过程中突出强调了学习者对于专业文献各方面的应用能力，安排了时文阅读技15、时文翻译技15、商务电邮写作和工作场景用语等。

此外，为了满足学习者的可持续性技能的发展，教材在每一单元后还安排了自学环节，以供学习者进行自主测试，《电子商务英语(第2版)》系统地收集了全球电子商务网站集锦、电子商务常用词汇和部分的屏幕英语。

为了学习方便，《电子商务英语(第2版)》提供了课文的参考译文。

需要说明的是，笔者在翻译时，考虑到读者学习的需要，尽量采用直译的方式，以保持译文与原文结构的一致性。

此外，《电子商务英语(第2版)》还配有时文阅读、考试样卷及答案、书中习题参考答案，读者可登录人民邮电出版社教学服务与资源网免费下载。

建议《电子商务英语(第2版)》的教学在一个学期内完成。

如果本课程的教学计划为64课时，教师可以充分地讲解每一个单元的TextA和TextB及后续的技能训练

。如果本课程的教学计划为32课时，教师可以重点讲解每一个单元的TextA及后续的技能训练，TextB可作为学习者课后自主学习的材料。

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>