

<<电子商务英语>>

图书基本信息

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内容概要

本书主要内容选自英文原文文章，内容编排由浅入深，基本涵盖了电子商务的主要领域；文章内容适用，难度适中，语言流畅，既具有很强的专业性又具有很好的可读性。

本书共分7个单元，包括互联网基础、电子商务基础、网络营销、互联网网站、企业电子商务、电子商务的安全技术和电子商务法等内容。

为了便于读者自学，本书选取的每一篇文章都被精心地翻译为了中文，附在课文之后。此外，本书精练地选取英语语法的重点、难点和翻译技巧加以讲解，这对于提高学生的阅读和翻译水平将起到很好的作用。

本书既可作为高等职业教育和大专院校电子商务等经管类专业学生的教材，也可供电子商务从业人员和企业管理人员阅读。

书籍目录

Unit 1 The Internet Basics Lesson 1 The Basic Principal of E-mail Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 2 How was the Internet Invented Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 3 Understanding the World Wide Web Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 4 How does the Internet Work Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Unit 2 Foundations of Electronic Commerce Lesson 5 The Origins and Development of Electronic Commerce Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 6 Definitions of Electronic Commerce Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 7 The Technological Foundations of Electronic Commerce Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 8 Business Models of Electronic Commerce Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Unit 3 The Internet Marketing Lesson 9 How to Start an Internet Marketing with Web Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 10 About E-marketing Strategies Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 11 The Method of Permission E-mail Marketing Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 12 What is Banner Ad Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Unit 4 The Internet Web Site Lesson 13 How to Built a Website Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 14 Online Publishing, E-books and Blogging Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 15 The Promotion and Maintenance of a Website Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 16 It Takes More than Technology Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Unit 5 Enterprise E-commerce Lesson 17 A Case of Business-to-Business EC Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 18 The Supply Chain and EDI Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 19 Logistics in E-commerce Age Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 20 What is ERP Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Unit 6 Security Technology of E-commerce Lesson 21 Firewall Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 22 Security Schemes in Electronic Payment Systems Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 23 SSL Server Certificates Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 24 Secure Electronic Transaction (SET) Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Unit 7 E-commerce Law Lesson 25 The ABC ' s of Website Law Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 26 Electronic Signatures in Global and National Commerce Act Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 Lesson 27 Tax Issues in Electronic Commerce Vocabulary Phrases Notes Grammar and Translation Exercises 参考译文 模拟试题 参考答案 参考文献

章节摘录

版权页：插图：The Internet, sometimes called simply the Net, is a worldwide system of computer networks—a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANet. The original aim was to create a network that would allow users of a research computer at one university to be able to talk to research computers at other universities. A side benefit of ARPANet's design was that, because messages could be routed or rerouted in more than one direction, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster. Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. since it is directly across the street from her.

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《电子商务英语(第2版)》教材特点:教材资料选自英文原版、教学难度安排由浅入深、文章内容兼顾专业知识与职业教育、译文讲解突出翻译技巧和语法难点。

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