

<<电子商务英语>>

图书基本信息

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内容概要

本书涉及电子商务基础、因特网、电子计算机、物流与配送、网络营销、网上支付、现代企业管理、法律法规等多方面内容。

课文从在线阅读和各类应用角度出发，着眼于实用、新颖，具有一定的超前性。练习有英译汉、汉译英、判断、选择、填空和问答等多种类型，便于组织教学。

本书适用于中等职业学校电子商务专业，也可供大专院校和电子商务应用人员参考。

书籍目录

Unit 1 Fundamental of E-commerce (电子商务基础) Lesson 1 What Is Electronic Commerce? New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Lesson 2 The Jargon Jungle New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Lesson 3 Business Processes in Commerce New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Lesson 4 The Advantage of E-commerce New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Notes Reference Translation Unit 2 Internet(因特网) Lesson 5 Myths About the Internet New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Lesson 6 Internet Access Technologies — ISP, ANALOG Modems, ISDN, CABLE Modems and DSL New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Lesson 7 Web Used in Business New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Lesson 8 Six Phases of Business on the Net New Words & Phrases Specialized Terms Notes Exercises Reference Translation Reading Material Reference Translation Unit 3 Computer & Frequently Equipment(计算机与常用设备) Lesson 9 Pentium®; New Words & Phrases Exercises Reference Translation Reading Material Reference Translation.....

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