

<<电子商务英语>>

图书基本信息

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前言

当您开始阅读本书时，人类已经迈入了21世纪。

这是一个变幻莫测的世纪，这是一个催人奋进的时代。

科学技术飞速发展，知识更替日新月异。

希望、困惑、机遇、挑战，随时随地都有可能出现在每一个社会成员的生活之中。

抓住机遇，寻求发展，迎接挑战，适应变化的制胜法宝就是学习——依靠自己学习、终生学习。

作为我国高等教育组成部分的自学考试，其职责就是在高等教育这个水平上倡导自学、鼓励自学、帮助自学、推动自学，为每一个自学者铺就成才之路。

组织编写供读者学习的教材就是履行这个职责的重要环节。

毫无疑问，这种教材应当适合自学，应当有利于学习者掌握、了解新知识、新信息，有利于学习者增强创新意识、培养实践能力、形成自学能力，也有利于学习者学以致用、解决实际工作中所遇到的问题。

具有如此特点的书，我们虽然沿用了“教材”这个概念，但它与那种仅供教师讲、学生听、教师不讲、学生不懂，以“教”为中心的教科书相比，已经在内容安排、形式体例、行文风格等方面都大不相同了。

希望读者对此有所了解，以便从一开始就树立起依靠自己学习的坚定信念，不断探索适合自己的学习方法，充分利用已有的知识基础和实际工作经验，最大限度地发挥自己的潜能，达到学习的目标。

欢迎读者提出意见和建议。

祝每一位读者自学成功。

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内容概要

全国高自考指定教材：电子商务英语（2002年版），ISBN：9787538270396，作者：崔刚

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章节摘录

EuroSearchOne project to overcome the limitations of the existing search engines is the Euro~archproject. Euroserch is a federation of national search engines which gives much better resultsand is more suited to the challenges of the multilingual and multicultural global Internet. Thefounding members are national search engines from Italy, Spain and Switzerland. The multilin-gual approach allows a query to be entered in the preferred language of the researcher and thesearch engine takes care of the search on the search engines in the other languages.Every national site that is part of the federation remains in the country of origin and ismaintained by a native speaker who will ensure that the search works in their own language. Atthe same time, the EuroSearch framework tries to remain open to other countries and serviceswho would like to become part of the initiative.The framework allows provision, access and retrieval of documents that are not only inEnglish, but also in a variety of other European languages. This makes it easier to find informa-tion provided in other languages than English that may contain the information the searcher waslooking for. It enables people who do not speak English to retrieve information and informationproviders to present their information in their mother tongue, as they can express themselvesmore clearly in that language.The EuroSearch project wants to develop techniques and resources to implement a crosslanguage search engine and to improve retrieval and classification technologies. The ultimategoal is to create a federation of national search engines that work together in order to deliverbetter search results. A prototype is currently being built that provides an interface to formulatequeries and present understandable results in the users' preferred languages. This requires thesystem to translate not only the queries into a meta-language, but also translate the results andthe resulting web pages into the query language to make it accessible to the user. This approachmakes the whole web more accessible to non-English speakers.

Natural Language Searches

The idea of natural language access to a database is not new, but still hasn't been achieved. Most search engines are not able to handle questions such as "Where can I get light bulbs ?" or "How many legs does a horse have ?"

The answer to the questions can be found for certain onthe web, but the search engines are not able to understand the qu~tions. If you have a pagethat has a question and an answer on it, then you may succeed, but this is a rare case. Insteadof receiving the answer "At shop XY in Z" or "four", you would receive a long list of search re-sults, as the search engines split up the question into keywords.

后记

2000年6月，全国高等教育自学考试指导委员会电子商务专业专家组召开了关于高等教育自学考试《电子商务英语》课程考试大纲的会议，会上讨论和确定了本大纲的编写方案和意见。

2001年11月，电子商务专家组邀请有关专家对大纲初稿进行了审定。

本大纲由清华大学外语系崔刚博士主编，并请清华大学外语系罗立胜教授（主审）、北京林业大学外语学院史宝辉教授和外交学院武波教授对本大纲进行审定。

他们为此付出了辛勤劳动，在此一并深表谢意。

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编辑推荐

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