

<<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：9787307053465

10位ISBN编号：7307053462

出版时间：2007-3

出版时间：武汉大学

作者：邓之宇

页数：173

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>

## <<电子商务英语>>

### 内容概要

本书共有十个章节，系统而又全面地介绍了电子商务的基础知识，对其中关键的电子商务术语均给出了注释。

其中网上时文阅读文章针对性、时效性很强。

本书注重理论与实际应用相结合。

对引导学生和读者积极参加实践活动，将书本的知识转化为一种谋生的手段有极大的帮助和参考价值。

为了更好的配合教学，本书还配有课件供师生参考使用。

本书结合电子商务专业教学的实际需要，以其教学大纲为参考，通过国际权威机构、知名媒体和专业网站等途径采集出难度适中，涉及电子商务的历史、发展和理论；电子商务企业对客户、企业对企业的运作流程，网上支付网络安全，电子政务和电子商务的发展前景。

内容丰富，具有新颖性、实用性和前瞻性，将电子商务知识与英语学习有机地结合起来，适合高等院校电子商务专业、外贸专业及商务英语专业的学生使用，也可供网络、商贸人员参考。

## 书籍目录

Chapter 1 Internet and World Wide WebSection A E-Business EssentialsThe ABC of Internet and World Wide WebSection B Online Reading MaterialThe Internet and BusinessSection C Online SurfingWhat We Will Need to Get StartedSection D Supplementary ReadingE-English Rules the WavesChapter 2 Electronic Business BasicsSection A E-Business EssentialsDefining E-BusinessSection B Online Reading MaterialPower at LastSection C Online SurfingAn E-mail AccountSection D Supplementary ReadingWhats the Meaning of @ in the E-mail AddressChapter 3 Business-to-Business E-BusinessSection A E-Business EssentialsDefining Business-to-Business E-BusinessSection B Online Reading MaterialHow Business-to-Business WorksSection C Online SurfingSearch Engines and DirectoriesSection D Supplementary ReadingGoogle Is Adding Major Libraries to Its DatabaseChapter 4 Business-to-Consumer E-BusinessSection A E-Business EssentialsDefining Business-to-Consumer E-BusinessSection B Online Reading MaterialUnderstanding B2C E-BusinessSection C Online SurfingWeb Address and Domain NamesSection D Supplementary ReadingFrom a Librarian to Americas Richest Man.Chapter 5 E-Business Web SiteSection A E-Business EssentialsReviewing Web Hosting VocabularySection B Online Reading MaterialUsability of the E-Business Web SiteSection C Online SurfingVisiting Online StoresSection D Supplementary ReadingBig Media , Little BlogosphereChapter 6 Marketing Strategy for E-Business ( ) Section A E-Business EssentialsIdentifying Marketing IssuesSection B Online Reading MaterialE-Marketing PlanningSection C Online SurfingOnline Advertising : Banner AdsSection D Supplementary ReadingChina Promises Internet BountyChapter 7 Marketing Strategy for E-Business ( ) Section A E-Business Essentials ~Market Research for E-BusinessSection B Online Reading MaterialApplying the Marketing Mix to E-BusinessSection C Online SurfingOnline FormsSection D Supplementary ReadingHow Auction Sites Work OnlineChapter 8 Electronic PaymentsChapter 9 Security IssuesChapter 10 Customer Service Strategies

阅读材料参考译文参考书目

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>