

<<电子商务英语>>

图书基本信息

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内容概要

本书是一本实用的电子商务专业英语教材，内容新颖、丰富，以电子商务与网络技术为背景，力求切合实用型电子商务专业学生的培养目标。

《电子商务英语》充分考虑了电子商务的专业性和发展性，教材所选用的大部分资料节选自国内外最新文献，保证了《电子商务英语》文献的纯正性。

同时，《电子商务英语》紧跟现代电子商务的发展趋势，尽可能兼顾系统性、实用性和前瞻性。

为方便学习，书后附有专业英语常用语法知识、电子商务专业术语、单词表、科技英语写作、模拟试题等。

另外，为方便教学，《电子商务英语》配有电子备课包，内容包括所有课文原文、单词注释、难句分析，方便教师进行多媒体教学。

书籍目录

- Unit1 Understanding the E-Commerce
 - Lesson 1 Overview of the E-Commerce
 - Lesson 2 E-Commerce in China
- Unit 2 Understanding the Internet
 - Lesson 3 Overview of the Internet
 - Lesson 4 Why Invest on the Internet ?
- Unit 3 E-Commerce Category
 - Lesson 5 Typical E-Commerce Business Models
 - Lesson 6 Online Auction-New Business Model
- Unit 4 Applications of E-Commerce
 - Lesson7 Online Publishing
 - Lesson 8 E-Government
- Unit 5 Building a Website and E-Mail Marketing
 - Lesson 9 How to Build a Website
 - Lesson 10 E-Mail Marketing in E-Commerce
- Unit 6 Electronic Payment Systems
 - Lesson 11 Electronic Payment Systems
 - Lesson 12 Security Schemes in Electronic Payment Systems
- Unit 7 E-Commerce-Trends and Prospect
 - Lesson 13 E-Commerce Opportunities and Barriers
 - Lesson 14 The Future of Electronic Commerce
- 附录A 专业英语中的常用语法知识
- 附录B 电子商务专业常用词汇
- 附录C 单词表
- 附录D 科技英语写作
- 附录E 模拟试题及参考答案
- 参考译文及答案
- 参考文献

章节摘录

版权页：插图：Lesson 2 E-Commerce in China
In the past several years, E-commerce in China was just a beautiful picture, but now it has become a reality. With the advent of the Internet, profound historical transformation has brought about unprecedented changes to the human society covering every aspect of people's life, work and study. Today, more people become heavily dependent upon the Internet and would be at a loss without it. Thus people say that "the time of E-commerce has come". For over 30 years of reform in China, the country's information industry has witnessed fast development whose speed is rarely seen in the world. China's telephone and network users and scale are now second in the world only to that of the United States. According to survey data publicized on January 17, 2008 by CNNIC, there are 8 920 000 Internet-accessing computers and around 22.5 million Internet users in China, which is above 2% of the total national population, a 33% increase in half a year's time compared with the number of 16.9 million people in July, 2000. With the increase of the number of Internet users, Internet-related environment is also developing rapidly. Bandwidth is increased by large extent. The total bandwidth of international lines has reached 1 234 Mbps, 4 times of 351 Mbps in July, 2000. 2 Wireless Internet applications are surfacing. Laws and ordinances pertaining to Internet management are coming into being. Rapid increase of Internet users and improving environment provide huge market potential and development prospects for E-commerce in China.

编辑推荐

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