

<<新编实用电子商务英语>>

图书基本信息

书名：<<新编实用电子商务英语>>

13位ISBN编号：9787301195208

10位ISBN编号：7301195206

出版时间：2011-10

出版时间：北京大学出版社

作者：王金莉 主编

页数：182

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>

<<新编实用电子商务英语>>

内容概要

本书是对电子商务进行的普及性知识介绍，尤其针对高职院校的学生进行指导性的引导，突出其实用性和可操作性，使学生在未来的工作中能够学以致用。

本书也可供具有中级英语水平的专业人士学习专业英语，提高涉外业务能力。

本书选材新颖，案例多选自与人们生活相关的内容，贴近实际生活，内容丰富通俗易懂，有一定的参阅性。

本书共有七章，按照电子商务运作的基本流程依次展开。

本书每章包括课文和英文对话，英文对话部分是对电子商务知识的简单展开，对话内容紧扣专业，既突出专业知识，也锻炼会话技能。

书后附有课文翻译和练习答案。

<<新编实用电子商务英语>>

书籍目录

- 第一章 电子商务的介绍 Chapter One Introduction to E-commerce
 - Lesson One Defining E-commerce
 - Lesson Two Explore E-commerce Development
 - Lesson Three Types of E-commerce
 - Vocabulary
 - Learning and Speaking
 - After-class Exercises
- 第二章 电子商务的特点 Chapter Two Characteristics of E-commerce
 - Lesson One Advantages of E-commerce
 - Lesson TWO Limitations of E-commerce
 - Lesson Three Scope of E-commerce
 - Vocabulary
 - Listening and Speaking
 - After-class Exercises
- 第三章 电子商务的组成选项 Chapter Three E-commerce Options
 - Lesson One Identifying E-commerce Components
 - Lesson Two Identifying E-commerce Developing Stages
 - Vocabulary
 - Listening and Speaking
 - After-class Exercises
- 第四章 电子营销 Chapter Four E-marketing
 - Lesson One Identifying Marketing Issues
 - Lesson Two Marketing Research
 - Lesson Three Monitoring Customer Visits
 - Vocabulary
 - Listening and Speaking
 - After-class Exercises
- 第五章 电子支付 Chapter Five Electronic Payment
 - Lesson One Defining Electronic Payments
 - Lesson Two Identifying E-Payment Options
 - Lesson Three Exploring E-Cash
 - Lesson Four Understanding Credit Card Issues
 - Lesson Five Defining Merchant Accounts
 - Lesson Six Exploring M—Commerce
 - Vocabulary
 - Listening and Speaking
 - After-class Exercises
- 第六章 客户服务 Chapter Six Customer Service
 - Lesson One Customer Service Issues
 - Lesson TWO Customer Service Options
 - Vocabulary
 - Listening and Speaking
 - After-class Exercises
- 第七章 电子商务安全 Chapter Seven E-commerce Security
 - Lesson One E-commerce Security Threats

<<新编实用电子商务英语>>

Lesson TWO Security Measures and Enforcement , sfor Ecommerce

Vocabulary

Listening and Speaking

After-class Exercises

课文翻译与练习答案

第一章课文翻译

第一章练习答案

第二章课文翻译

第二章练习答案

第三章课文翻译

第三章练习答案

第四章课文翻译

第四章练习答案

第五章课文翻译

第五章练习答案

第六章课文翻译

第六章练习答案

第七章课文翻译

第七章练习答案

参考文献

章节摘录

版权页：插图：Digital signatures verify that a message originating with a specific individual and was not changed in transit. However, digital signatures do not ensure that the person with whom the message originates is the right person. A digital certificate is needed to verify that the sender of a message is who he or she claims to be. Digital certificates also provide the person who receives the message with the public key required to encrypt a reply. Note terms such as Web certificate and Digital ID also are used to refer to digital certificates. Digital certificates are available for a variety of purposes. For example, a Web server would obtain a server certificate to verify its identity to the computers that it hosts. Wireless server certificates are also available.⁴ Certificate Authority A Certificate Authority (CA) is the trusted third party that issues digital certificates to companies and individuals. One of the largest CAs is Entrust. Check the In The Know to learn about the information included in a digital certificate issued by a CA. (1) SSL and SET Technologies SSL, which stands for Secure Socket Layer, is the principle technology used to transmit encrypted data from computer to computer over the Internet. Another technology being developed is SET, which stands for Secure Electronic Transaction. E-commerce Web sites frequently include statements such as "Your order is encrypted using SSL technology" or "Your order is handled on our secure server" to reassure customers that their transactions are being securely transferred. (2) SSL SSL was developed by Netscape in order to send documents securely over the Internet. SSL uses a private key to encrypt data that is then transmitted over the SSL connection. You can use SSL to send documents securely from Web sites viewed in either Netscape or Internet Explorer.

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>