

<<电子商务英语>>

图书基本信息

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<<电子商务英语>>

内容概要

本书内容涉及以下三个方面：计算机及网络应用基础知识，包括计算机的发展史、软硬件设备、互联网的产生与发展及相关的技术应用等；商务英语基础及外贸函电，主要包括国际贸易活动中的一些基础知识，如交付条款、合同等相关内容，国际商业书信的格式、写作要领及实用例信等；电子商务的发展动态，主要包括电子商务的基本概念、发展模式及相关技术动态。

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本书可作为各类中等职业学校高年级的电子商务英语教材或高等职业学校相关专业的英语阅读材料，同时也可作为从事电子商务的人员提高英语水平的参考用书。

书籍目录

Lesson One

Text: The History of Computer

New Words

Grammar

Exercises

Reading Material: What is a Computer in General???

Lesson Two

Text: Computer Hardware

New Words

Grammar

Exercises

Reading Material: What is CPU???

Lesson Three

Text: Origins of the Internet

New Words

Grammar

Exercises

Reading Material: The Information Super?highway:

From Expectation to Realization??

Lesson Four

Text: An Overview of the World Wide Web??

New Words

Grammar

Exercises

Reading Material: Why is Java Hot???

Lesson Five

Text: Browsers

New Words

Grammar

Exercises

Reading Material: What Browsers do You Use???

Lesson Six

Text: Marketing in a Nutshell and the

Marketing Mix

New Words

Grammar

Exercises

Reading Material: Field Research?

Lesson Seven

Text: Exporting and Export Procedures

New Words

Grammar

Exercises

Reading Material: Packaging?

Lesson Eight

<<电子商务英语>>

Text: The Three Important Terms of Delivery??

New Words

Grammar

Exercises

Reading Material: What Concerns the Interests of
Both Seller and Buyer???

Lesson Nine

Text: Business Contract

New Words

Grammar

Exercises

Reading Material: Printed Short Forms and Detailed Contracts
??

Lesson Ten

Text: Export Documentation

New Words

Grammar

Exercises

Reading Material: Bill of Lading??

Lesson Eleven

Text: What is Electronic Commerce?

New Words

Grammar

Exercises

Reading Material: Electronic Data Interchange??

Lesson Twelve

Text: Business to Business

New Words

Grammar

Exercises

Reading Material: Rival Net Titans from B2B Think Tank??

Lesson Thirteen

Text: Electronic Checks: The Best of Both Worlds??

New Words

Grammar

Exercises

Reading Material: Glossary of Electronic Check(I)??

Lesson Fourteen

Text: Financial Service Markup Language
and Digital Signature

New Words

Grammar

Exercises

Reading Material: Glossary of Electronic Check(II)??

Lesson Fifteen

Text: What does E-Signature Mean for You???

New Words

<<电子商务英语>>

Grammar

Exercises

Reading Material: B2B E-commerce Still Immature,
But Growing Quickly??

Lesson Sixteen

Text: What is E-mail?

New Words

Grammar

Exercises

Reading Material: The “ E ” in E-mail Stands
for Evidence??

Lesson Seventeen

Text: Essentials of Business Letter-writing??

New Words

Grammar

Exercises??

Lesson Eighteen

Text: Establishment of Business Relations,
Enquiries and Offers

New Words

Grammar

Exercises

Reading Material: Business Letters??

Lesson Nineteen

Text: Orders and Payment

New Words

Grammar

Exercises

Reading Material: Business Letters??

Lesson Twenty

Text: Shipment and Claims

New Words

Grammar

Exercises

Reading Material: Business Letters??

Lesson Twenty-One

Text: Telex

New Words

Grammar

Exercises

Reading Material: Business Letter??

AppendixPart A

Part B??

Bibliography??

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