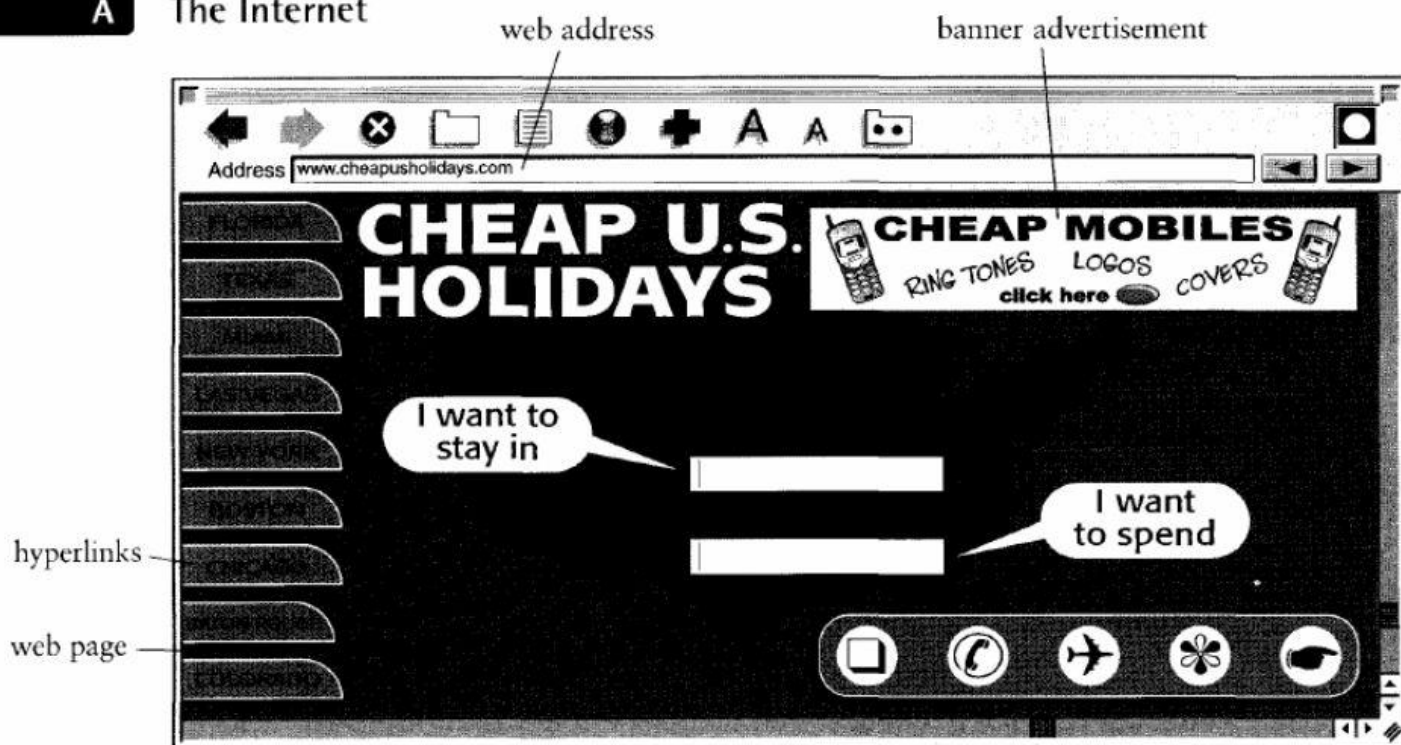


A The Internet



The **Internet service provider** or **ISP** is the organization that provides you with **Internet** access. You **register** and open an **account**, then they give you an email address so that you can communicate by **email** with other users. (See Unit 53) Some ISPs have their own **content** – news, information and so on – but many do not. After you **log on** by entering your **user name** and **password** (a secret word that only you know), you can **surf** to any **site** on the **World Wide Web**. If you're looking for a site about a particular subject, you can use a **search engine** like Google or Yahoo. When you've finished, remember to **log off** for **security** reasons.

B Clicks-and-mortar

My name's John, and I own a chain of sports shops. Last year, I started an **e-commerce** operation, selling goods over the Internet. We've done well. **Visitors** don't have trouble finding what they want, adding items to their **shopping cart** and paying for them **securely** by credit card. Last year we had two million **unique users** (different individual visitors) who generated 35 million **hits** or **page views**. That means our web pages were viewed a total of 35 million times!

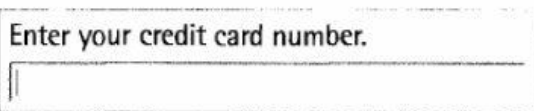
E-commerce or **e-tailing** has even acted as a form of advertising and increased levels of business in our traditional **bricks-and-mortar** shops! Pure Internet commerce operations are very difficult. To succeed, I think you need a combination of **traditional retailing** and e-commerce: **clicks-and-mortar**. In our case, this has also helped us solve the **last mile problem**, the **physical delivery** of goods to Internet customers: we just deliver from our local stores!

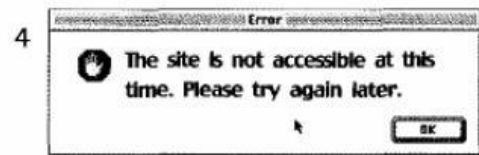
C B2B, B2C and B2G

Selling to the public on the Internet is **business-to-consumer** or **B2C** e-commerce. Some experts think that the real future of e-commerce is going to be **business-to-business** or **B2B**, with firms ordering from suppliers over the Internet. This is **e-procurement**.

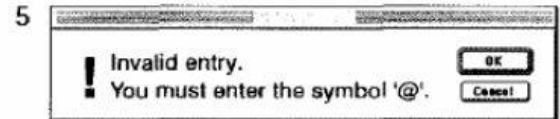
Businesses can also use the Internet to communicate with government departments, apply for government contracts and pay taxes: **business-to-government** or **B2G**.

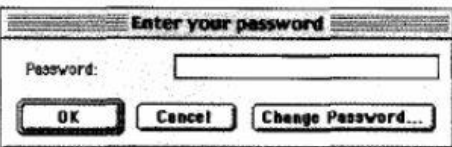
26.1 Match the words you might see on a computer screen (1–6) with the activities you might be doing at that time (a–f).

1 



2 • Do not use common words like 'the' and 'of'.



3 



- | | |
|---------------------------|--|
| a using a search engine | d typing an email address |
| b logging on | e automatic logging off |
| c registering with an ISP | f surfing and trying to enter a particular website |

26.2 Find expressions in B opposite with the following meanings.

- 1 traditional shops (two possibilities)
- 2 selling on the Internet (two possibilities)
- 3 where you put your items before you purchase them
- 4 physical delivery of goods to Internet customers
- 5 how many times a web page is viewed

26.3 What type of e-commerce are the following? Choose from B2B, B2C, or B2G.

- 1 Private individuals can rent a car without going through a call centre.
- 2 The city is looking for construction companies to build a new airport. There are hundreds of pages of specifications you can obtain from the city authorities.
- 3 Car companies are getting together to buy components from suppliers in greater quantities, reducing prices.
- 4 Small businesses can get advice about wages, taxation, etc.
- 5 Members of the public can buy legal advice from law firms.
- 6 It can seem very convenient, but if you're out when the goods you ordered arrive at your house, you're in trouble!

Over to you

Do you use email? Do you surf the Internet?

Do you shop on the Internet? What are the advantages and disadvantages?

Do you have any experience of B2B or B2G?