

Unit 11.1 Web Catalog Revenue Model

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1. 100 Years Old of Catalog Revenue Model

- **Catalog** Revenue Model 目录收益模式

In 1872, a traveling salesman named *Aaron Montgomery Ward* started selling dry goods to farmers through a one-page list.

dry good 谷物;纺织品;干货

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Richard Sears and Alvah Roebuck began mailing catalogs to farmers and small town residents in 1895.

resident 居民

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*Both Montgomery Ward and Sears, Roebuck & Company grew to become dominant retailers in the United States by the 1950s, with retail stores serving urban markets in addition to **the catalog business** that served their **rural** and small-town markets.*

- **retailer** 零售商
- **retail store** 零售商店
- **catalog business**
目录业务
- **rural** 乡村的
- **in addition to** 以及 ;
除...之外

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In this traditional catalog-based retail revenue model, the seller establishes a **brand image**, and then uses the **strength** of that image to sell **through** printed information mailed to **prospective** buyers.

- **brand image** 品牌形象
- **strength** (品牌形象的) 优势
- **through** 通过...方式, 以...方式或方法做某事
- **prospective** 潜在的

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Buyers place orders by mail or by calling the seller's toll-free telephone number.

- **place orders 订货**
- **by mail 通过邮件方式**
- **toll-free 免费的**

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This revenue model, which is often called the **mail order or catalog model**, has proven to be successful for **a wide variety of** consumer items, including apparel, computers, electronics, housewares, and gifts.

- mail order (M.O.) 邮购
- catalog model 目录模式
- a wide variety of 很多种；各种各样

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This revenue model, which is often called the mail order or catalog model, has proven to be successful for a wide variety of **consumer items**, including **apparel**, **computers**, **electronics**, **housewares**, and **gifts**.

- **consumer items** 消费品
- **electronics** 电子产品
- **apparel** 服装
- **housewares** 家庭用品

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Companies can take this catalog model **online** by replacing or **supplementing** their print catalogs with information on their Web sites.

- **online** 在线

- **supplementing** 补充

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When the catalog model is **expanded** this way, it is often called the **Web catalog revenue model**.

- **expanded** 扩展

- **Web catalog revenue model**
网络目录收益模式

1. 100 Years Old of Catalog Revenue Model

- **Catalog** Revenue Model 目录收益模式

Customers can place orders **through** the Web site or **by** telephone. This **flexibility** is important because many consumers are still **reluctant** to buy on the Web.

➤ **flexibility** 灵活性. 词根: **flex**

flexible 灵活的; 柔韧的; 易弯曲的

flex 弹性工作制的

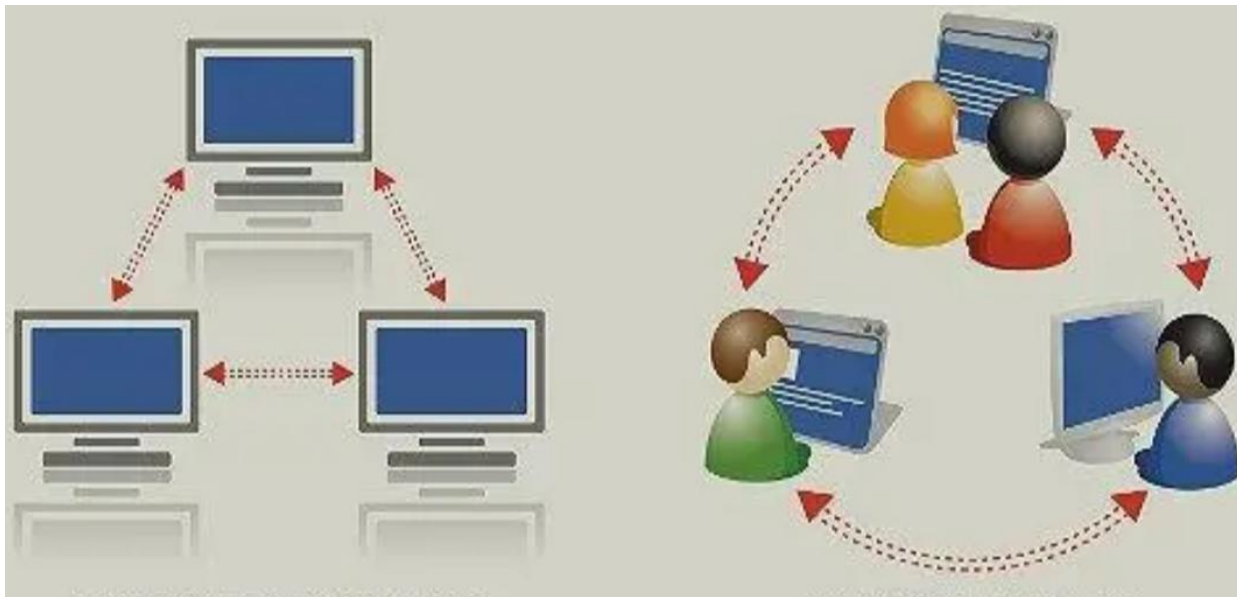
➤ **reluctant** 不情愿去做某事

/rɪˈlʌktənt/

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These shoppers found early Web sites hard to use and **were often afraid to** send their credit card numbers **over the Internet.**



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Although these fears are less **prevalent** today, most companies that use the Web catalog revenue model do give customers a way to complete the payment part of the **transaction** by telephone or by mail.

➤ **prevalent** /'prevələnt/ 普遍的

➤ **transaction** 交易

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Types of businesses using the Web catalog revenue model include sellers of

- **computers and consumer electronics;**
- **books, music, and videos;**
- **luxury goods;**
- **clothing;**
- **flowers and gifts; and**
- **general discount merchandise.**

/ˈmɜ:tʃəndaɪs; ˈmɜ:tʃəndaɪz/ 日用品

2. Computers and Consumer Electronics

Dell has been a leader in allowing customers to specify exactly the **configuration** of computers they order on the Web.

➤ **specify** 指定

specification 规格；规范；说明书

➤ **configuration** (电脑)配置

➤ **on the Web** 在网上

2. Computers and Consumer Electronics

Retailers of **consumer electronics products** have also **been active in undertaking** electronic commerce using the Web catalog revenue model.

➤ **consumer electronics products**

消费电子产品

➤ **be active in**

对（于）...很积极；热心于；积极参加

➤ **undertake** 从事

➤ **electronic commerce** 电子商务

2. Books, Music, and Videos

Retailers using the Web catalog model to sell books, music, and videos have been among **the most visible examples** of electronic commerce.

➤ **the most visible examples**

最明显(显著)的例子

2. Books, Music, and Videos

In 1994, a 29-year-old Wall Street **financial analyst** named Jeff Bezos became **intrigued** by the **rapid growth** of the Internet.

➤ **financial analyst** 金融分析师

➤ **intrigue** /ɪn'tri:g/ 激起...的兴趣

➤ **rapid growth** 快速发展

➤ **Jeff Bezos**

杰夫·贝索斯（亚马逊网络购物中心缔造者）

2. Books, Music, and Videos

Looking for a way to **capitalize on** this new marketing tool, he made a list of 20 products that he thought would sell well on the Internet.

➤ **capitalize on** 利用，从.....中获利

➤ **marketing tool** 营销工具

2. Books, Music, and Videos

After some **intense analysis**, he determined that *books were at the top of that list.*

➤ **intense analysis** 仔细分析；周密分析

2. Books, Music, and Videos

He realized that books were **small-ticket commodity** items and were easy and inexpensive to ship.

➤ **small-ticket** 小额;便宜的

high ticket 高价的, 昂贵的

➤ **commodity** /kə'mɒdəti/ 商品

2. Books, Music, and Videos

He knew many customers would be willing to buy books without **inspecting** them **in person** and that books could be **impulse** purchase items if properly **promoted**.

➤ **inspect** 检查; 审查

➤ **in person** 亲自

➤ **impulse** [/'ɪmpʌls/] **purchase** 即兴购买

➤ **promote** 宣传

2. Books, Music, and Videos

The rapid growth of Amazon.com **inspired** many booksellers to undertake electronic commerce.

➤ **Amazon** /'æməzən/ 亚马逊

➤ **inspire** 激发；鼓舞；启示

There's no point in pursuing goals that no longer **inspire** you.

继续追求那些不再激励你的目标是没有任何意义的。