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	Unit	Start with E-commerce	Journey with E-commerce	
			Practical Reading	Intensive Reading
<b>1</b> 2	<b>Overview of E-commerce</b>	Double Eleven and Black Friday	<b>Shopping services</b> <i>– From an online shopping website</i>	<b>Digital business platform</b> <i>– A salient footstep in digital marketing history</i>
<b>2</b> 18	<b>Mobile Payment</b>	Occasions for using mobile payment	<b>Getting started with mobile payment</b> <i>– From the user guide of a mobile payment app</i>	<b>The era of mobile payment</b>
<b>3</b> 34	<b>Consumer Psychology</b>	Reasons to buy	<b>How to attract customers</b> <i>– From a report of an online skincare store</i>	<b>What makes a consumer buy a product?</b>
<b>4</b> 50	<b>Market Statistics</b>	Quotes about doing business	<b>How to make an analysis of a market</b> <i>– From a book summary</i>	<b>Data analysis and customer conversion rates</b>
<b>5</b> 66	<b>Logistics</b>	Logistics of different goods	<b>Delivery services</b> <i>– From the official website of a courier company</i>	<b>Modern logistics in the era of e-commerce</b>
<b>6</b> 82	<b>Enterprise Resource Planning</b>	Functions of ERP systems	<b>ERP modules</b> <i>– From the introduction to an ERP system</i>	<b>Moving cloud computing to ERP systems</b>
<b>98</b>	<b>Glossary</b>			

		Forward with E-commerce
Comparative Reading	Extensive Reading	Further Practice
Distribution density vs. distribution length	E-commerce development in China	Refund steps
NFC payment vs. Internet payment	You don't need a wallet in China, just your smartphone!	Mobile payment platforms
Brand switching behavior vs. channel switching behavior	Chinese consumers spending more on domestic trips	Consumer psychologists
Market size vs. market trend	Five trends in China's beauty market	C-beauty brands
Inbound logistics vs. outbound logistics	Logistics: the secret ingredient of China's e-commerce	Different logistics services
Direct integration vs. database integration	Digital transformations in China	ERP in HRM