

# 尚硅谷网上书城的设计与实现

## 摘 要

如今，信息现代化的今天，Internet 显得更为重要，它是人们发布信息和传递信息的重要渠道。如何通过 Internet 抓住商机成为摆在人们面前的一个重要话题，基于 Internet 的电子商务在此环境下诞生并迅猛发展起来。在这样的大潮流中出现了各式各样的网站，整体可以分为销售类及服务类网站。这类虚拟网站伴随着电子商务的逐步发展成为为了很多商业体、经济主体的核心，很多的企业也不再满足于线下业务，开始在线上建立起自己的电子商务网页，谋求更多的发展机遇。相较于以往商品宣传方式，如今的商品宣传不再是局限于电视、报纸，更多的通过网络的方式全方位进行展现。商家通过建立网站把自己的商品放置于虚拟店铺中，消费者可以通过网络便捷查询到信息并进行后续的信息查询，这一过程大大便捷了买卖双方的信息同步，也为商家带来了更高的效益。因此在这个时代，对于商家来说拥有一个自己的网站非常重要。

**关键词** Internet, 电子商务, 网站

## ABSTRACT

Nowadays, with the modernization of information, the Internet is even more important. It is an important channel for people to release and transmit information. How to seize business opportunities through the Internet has become an important topic in front of people. Internet-based e-commerce was born and developed rapidly in this environment. In such a big trend, various websites have appeared, and the whole can be divided into sales and service websites. With the gradual development of e-commerce, this type of virtual website has become the core of many commercial entities and economic entities. Many companies are no longer satisfied with offline business, and have begun to establish their own e-commerce web pages online to seek more development. opportunity. Compared with the past product promotion methods, today's product promotion is no longer limited to television and newspapers, but is more comprehensively displayed through the Internet. Merchants set up websites to place their products in virtual stores. Consumers can easily find information through the Internet and perform subsequent information inquiries. This process greatly facilitates the synchronization of information between buyers and sellers, and also brings higher The benefits. Therefore, in this era, it is very important for businesses to have their own website.

**Keywords** Internet, electronic commerce ,website

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