



Unit 42

E-Commerce Growth Continues

A EXERCISE • 實戰演練

E-commerce sales surged in 2024, with consumers prioritizing convenience and digital payment options. Platforms like Shopify and Amazon enable businesses of all sizes to expand their reach. Mobile shopping continues to dominate, emphasizing the importance of mobile-friendly websites. Industry leaders predict that trends like personalized shopping experiences and same-day delivery will shape the future of online retail. For businesses, adaptability remains key.

B LANGUAGE FOCUS • 學習焦點

■ with + N + V-ing (表示伴隨狀況或原因)

[說明] With + N + V-ing 表示伴隨的狀況或原因，翻譯為「隨著...」、「因為...」或「當...」。

• *E-commerce sales surged in 2024, with consumers prioritizing convenience and digital payment options.* (電子商務銷售在 2024 年激增，消費者優先考慮便利性和數位支付選項。)

• *He works in his office with the radio playing softly.*

(他在辦公室工作，收音機正在輕聲播放。)

C WORDS & PHRASES • 詞彙片語

1.	e-commerce	[,i'kʌmɜ:s]	(n.) 電子商務
2.	surge	[sɜ:dʒ]	(v.) 急速增加；激增
3.	prioritize	[praɪ'ɔ:taɪz]	(v.) 優先考慮；優先處理
4.	digital	['dɪdʒɪtəl]	(adj.) 數位的；電子的
5.	payment	['pemənt]	(n.) 支付（的金額）
6.	platform	['plætfɔ:m]	(n.) 平台；月台
7.	enable	[ɪ'neɪbəl]	(v.) 使能夠
8.	expand	[ɪk'spænd]	(v.) 擴展；擴大
9.	dominate	['dʌmən,et]	(v.) 支配；占主要地位
10.	emphasize	['emfə'saɪz]	(v.) 強調
11.	personalized	['pɜ:sənə,ləɪzd]	(adj.) 個性化的；
12.	delivery	[dɪ'lɪvəri]	(n.) 運送；交付
13.	trend	[trɛnd]	(n.) 趨勢；潮流
14.	adaptability	[ə,dæptə'bɪləti]	(n.) 適應能力
15.	industry	['ɪndəstri]	(n.) 行業；工業