

图书基本信息

书名 : <<剑桥商务英语高级教师用书 BENCHMARK>>

13位ISBN编号 : 9780521716734

10位ISBN编号 : 052171673X

出版时间 : 2007-1

出版时间 : 0-898

作者 : 本社 编

版权说明 : 本站所提供下载的PDF图书仅提供预览和简介 , 请支持正版图书。

更多资源请访问 : <http://www.tushu007.com>

内容概要

Business Benchmark is a brand new Business English course at three levels. It helps students get ahead fast with their Business English vocabulary and skills, and gives them grammar practice in business contexts. It also helps students prepare for the Internationally recognised Cambridge ESOL BULATS.

书籍目录

Acknowledgements
Introduction
Management Unit 1 Corporate culture Unit 2 Leaders and managers Unit 3
Internal communications Unit 4 Chairing meetings Competitive advantage Unit 5 Customer relationships Unit 6
Competitive advantage Unit 7 A proposal Unit 8 Presenting at meetings Advertising and sales Unit 9 Advertising
and customers Unit 10 Advertising and the Internet Unit 11 Sales reports Unit 12 The sales pitch Finance Unit 13
Forecasts and results Unit 14 Financing the arts Unit 15 Late payers Unit 16 Negotiating a lease The work
environment Unit 17 Workplace atmosphere Unit 18 The workforce of the future Unit 19 Productivity Unit 20
Staff negotiations Corporate relationships Unit 21 Corporate ethics Unit 22 Expanding abroad Unit 23 An
overseas partnership Unit 24 A planning conference Exam skills and Exam practice Appendix: The Common
European Framework

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>