

图书基本信息

书名：<<新编商务英语泛读。
2>>

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前言

《新编商务英语泛读》是商务英语系列教材之一。

教材中的语言材料均选自当代英美报刊杂志以及某些商务专著，其内容新颖、涉及面广。

本教材旨在通过较大量的阅读，使学生巩固已学的基本词汇和语法知识，扩大词汇量，加强语感，提高英语阅读能力。

若配合本系列教材的其他分册使用，则更能系统地掌握商务英语的基本词汇及其表达方式，全面地获得有关商务的基本知识。

考虑到商务英语初学者的英语语言基础尚不扎实，以前又很少接触商务材料，我们对教材中涉及商务知识的阅读材料作了精心设计：随着学生在其他专业课中商务知识的逐步增加，本教材中商务材料所占的比例逐渐增大。

在第1、2册中商务材料约占60%，以上，在第3、4册中占80%，以上，第5、6册课文均为商务材料。

本教材共计6册，每册10个单元。

每单元分2个部分。

第1部分由课文（Text）及相应的练习组成，其中Text A可作为主课文使用，Text B可作HomeReading使用，教师亦可根据需要作适当调整；第2部分为快速阅读（FastReading），每单元部配有2篇短文及相应的练习，其目的是培养学生在有限时间内快速准确地获取主要信息的能力，此部分可在课堂规定的时间内完成。

本教材每册各配有期中与期末2套自测题，用以检查已学过的词汇、语言知识、商务知识及阅读理解能力。

每册书后附有该册生词总表及练习答案，供教师和学生参考。

本教材可供普通高等学校、高等职业学校、高等专科学校以及成人高等学校商务英语专业的学生使用，亦可用作爱好英语的非商务英语专业学生的自学课本。

各学校在使用本教材时可根据学生英语及商务知识的基础灵活掌握。

英语基础好的学生可以直接用第2册作起点，也可有选择地使用课本中的商务材料。

由于时间仓促，水平有限，疏漏和错误之处在所难免，欢迎批评指正。

内容概要

《新编商务英语泛读2》讲述了：《新编商务英语泛读（1~6）》是商务英语系列丛书之一。本丛书的语言材料新颖、地道，文章均选自当代英美报刊杂志以及某些商务专著；内容丰富、涉及面广，涵盖金融、财经、企业管理、国际贸易、电子商务等诸多领域。本丛书采用英语语言和商务知识有机结合的编写方式，使学生既能提高英语阅读理解能力，又能系统地掌握商务英语的基本词汇及其表达方式，全面地获得有关商务的基本知识。本丛书适合商务英语专业的学生使用。

书籍目录

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章节摘录

Advertising can be defined as nonpersonal commercial messages to the public designed to inform both established and potential customers. Advertising is paid for. As such, it differs from other forms of sales promotion.

Types of Advertising Traditionally, all advertising was classified either as direct-action advertising (designed to sell a firms products or services) or as institutional advertising (designed to promote a firms name) . Thus, the statement "Raincoats are on sale today at \$9. 95" is an example of direct-action advertising, and the claim "Our employees subscribe to the United Fund 100 percent" is an example of institutional advertising. Modern business practices have further divided these two types of advertising into distinct approaches. For instance, primary-demand advertising seeks to increase the total demand for certain products without distinguishing specific brands. Examples include the current advertising campaigns promoting the merits of cotton as a basic garment material and milk as a natural food. Usually, this type of advertising is sponsored by a particular trade association or marketing cooperative, not by individual retailers or manufacturers. Another distinct type of advertising is brand advertising, which promotes the use of a particular brand among competing products. This type of advertising is used most often today. In addition, the Federal Trade Commission (FTC) has recently encouraged the use of comparative advertising, which points to the advantages of the advertisers product over competing products. This type of advertising has become very popular for headache remedies, credit cards and even automobiles. In comparative advertising, competing products are named and shown, rather than using the old idea of comparing unnamed products X and Y.

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