

<<体验商务英语同步练习4>>

图书基本信息

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作者：《体验商务英语》改编组

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### 内容概要

《体验商务英语》系列教材为学习者提供了全新的学习方式，即在体验中学习商务英语，进而提高运用英语进行商务交际的能力。

该系列教材是在培生教育集团出版的Market Leader和Powerhouse系列教材的基础上改编的，由《综合教程》、《听学教程》、《同步练习》、《教师用书》和配套的录音、录像资料等组成。

《同步练习》提供语法、词汇、写作和语音、听说练习及测试题、配有录音，可作为BEC考试的参考练习。

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书籍目录

Unit1 CommunicationUnit2 International marketingUnit3 Building relationshipsUnit4 SuccessUnit5 Job satisfactionUnit6 PiskUnit7 E-commerceUnit8 Team buildingUnit9 Raising financeUnit10 Customer serviceUnit11 Crisis managementUnit12 ManagementUnit13 Takeovers and mergersUnit14 The future of business

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章节摘录

Dan Beldy, a San Francisco venture capitalist, has seen thousands of snazzy business cards- with bright colours, weird shapes, maps and even mirrors. The problem is that none has ever really caught his attention. Mr Beldy says he'd rather skip the card altogether and simply key the contact information into a notebook computer.....  
..... Computer databases and personal digital assistants may soon replace business card wallets, but, paradoxically,..... Bob Popyck, author of *Here's My Card: How to Network Using Your Business Card to Actually Create More Business*, agrees that well-designed business cards are still important. Business cards are personal, gracious and mark you as someone of world class, he writes. They can differentiate you. Iprint.com, an online printing company that caters mainly to small businesses and individuals, sold \$2m ( 1.3m ) worth of business cards between October 1999 and June 2000 says Eric Atwood, a public relations specialist for Iprint. We've noticed that people are being more creative.....  
However, the newest trend is digital cards -CD-Roms cut to business-card size that can contain a catalogue worth of information. California-based Moon Global Network, one of many companies trying to tap this market, recently created a CD-Rom card for an electronics distribution company that included information on 3,000 products..... But for the same information on printed material, development and production would have cost \$30,000, says Roger Drews, senior account executive and director of operations for Business-CD.com, Moon Global's CD-Rom card division. Still, digital business cards only work if the recipient has the technical know-how. Aaron Fineman, a New York-based freelance photographer, thinks that not many people are ready for digital cards yet..... Terri Henry, director of marketing for Icast.com, an entertainment industry site, agrees. She wonders how people could program the information into a notebook computer if they did not have a business card to begin with.....  
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### 编辑推荐

教材特点：将国际商务活动引入课堂，体验真实的商务世界，角色扮演和案例学习将体验式学习引向深入，教学设计严谨，为体验式学习打好基础，教学资源丰富，为体验式教学提供有力支持。

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