

<<新编商务英语精读学练考4>>

图书基本信息

书名：<<新编商务英语精读学练考4>>

13位ISBN编号：9787040216417

10位ISBN编号：7040216418

出版时间：2007-4

出版时间：高等教育出版社

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页数：326

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前言

《新编商务英语精读学练考(4)》是《新编商务英语精读(4)(学生用书)》的同步自学辅导练习用书。

该书与《新编商务英语精读(4)(学生用书)》的内容紧密相连,并对《新编商务英语精读》课文结构、语法、商务英语专业词汇、习惯用语、商务运作的特点及主要功能进行了详细阐述。

本书旨在帮助学生巩固和扩展商务知识,提高商务运作能力。

本书共有10个单元,每单元由自学指导与练习两大块组成。

其中自学指导部分又包含学习目的、文化背景、语言点、课文结构分析及课文概述、语法知识、商务英语常用句型表达等内容。

为了使学生更系统地掌握和巩固所学商务知识,我们还编写了两套综合测试卷供学生练习时使用。

该书内容丰富,选材新颖,商务知识介绍详实,难度适中,实用性强。

不仅可以作为学习商务英语的辅导手册,还可以作为大学生学习商务知识的教材及教师教授《新编商务英语精读》的参考书。

该书主编为贾琰,副主编为周金洁、程欣。

具体分工如下:第1、9、10单元由贾琰编写;第2、3、6单元由周金洁编写;第4单元由焦蕾编写;第5单元由陈晨、贾琰编写;第7单元由程欣编写;+第8单元由郭俊霞编写;

综合测试试题由杨丽娜编写。

此外,杨丽娜还编写了第2单元部分内容。

贾琰负责编写思路、协调、统稿。

整体审阅、校对、定稿、编辑也由贾琰负责。

此外,贾琰还对第4单元及第6单元的部分内容进行了改写。

为使本辅导书内容更加充实,在编写过程中,编者参阅了大量相关教材及文献,并得到了许多同行、专家及高等教育出版社领导和编辑的热心帮助和指导,在此一并致谢。

由于编写时间仓促,经验不足,书中难免存在错误和不当之处,敬请同行及广大读者指正,不胜感激!

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章节摘录

Managing Diverse Cultures in Mergers A corporate merger involves not only the merging of products, markets and other corporations between firms, but also a merging of cultures. It has been found that within 5 years, many mergers found serious deterioration in the performance of the acquired companies, and almost one third of all acquired companies are sold off and 90% of mergers fail to produce anticipated results. One of the major causes of these failures is cultural clash which may lead to a breakdown in communications, strong resistance to change, lack of commitment, and a destructive "us versus them" attitude. Cultural clash refers to the uncertainty, anxiety, fear, and tension which accompany the forced union of two dissimilar cultures. There are four important dimensions upon which many cultures vary. They include social relationships, values and attitudes, education, and religion. Different cultures have different interpretations of each item. That is to say cultural differences are responsible for cultural clash.

Social Relationships People in different societies organize their social relationships and activities in a manner that is consistent with their society's values, religions and economies. One example of how important this is occurred when a U.S. firm found that a manager it hired to operate a plant in Taiwan had continually deterred his decision making to a subordinate. Apparently, the subordinate had outranked the manager during his military career and the U.S. managers had failed to take this social relationship into account. Multinational corporations can minimize such mistakes by closely observing and organizing knowledge about the norms and forms of social organizations relevant to their international operations. Also, managers need to assess the extent to which outside values and organizational forms can be successfully introduced into the host culture.

Values and Attitudes The values and attitudes of the people in a foreign culture are important considerations for the multinational corporation. Attitudes toward time, for example, can have important implications for a firm. According to a Honeywell executive with international experience, "Time as a cultural value is something we don't understand until we are in another culture."

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