

<<大学商务英语口语>>

图书基本信息

书名：<<大学商务英语口语>>

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前言

在经济全球化进程不断加快的今天，我们已经迈入了一个崭新的信息时代，中国也正在进一步融入经济全球化的浪潮之中。

对外贸易逐渐发展扩大，经济和技术的交流也日益频繁。

语言作为知识和信息的载体，是我们进行沟通和交流的重要工具。

英语作为一门全球性的语言，在对外交流中必将发挥更加重要的作用。

英语学习的深入和普及已经成为迫切的需要。

许多人都学过英语，但又有多少人能够在工作中随心所欲地使用呢？

基本知识是重要的，但是只有将它转化成具体的语言才能起到交流的作用，流的目的。

商务英语作为一种应用英语，受其实用性和西方多年商业习惯的影响，形成了与日常英语不同的风格、惯用形式和专业用语。

《大学商务英语口语》是一本实用性强并具有时代性特色的商务英语口语教材，可以满足希望或正在从事国际商务工作的广大学生、外贸从业人员、银行和外企工作人员等多方面读者的需要。

《大学商务英语口语》融专业知识和英语口语为一体，切合实际地培养学生的兴趣，扩大学习范围，提供学习援助。

在编写的过程中注重结合实际商务经验，吸收了先进的交际教学方法，力求生动再现商务口语交际的情景。

《大学商务英语口语》共分三部分，15个单元，每单元一个主题。

第一部分生动地讲述了如何迎送外宾、款待客人等交际场景。

第二部分作为核心，包括价格、付款方式、装运、包装等国际贸易的关键内容。

第三部分包括求职面试、信息交流和项目报告等实用性极强的交际内容，从而使本教材涉猎的知识范围更加广阔。

《大学商务英语口语》每个单元均有两篇示范对话，力求生动再现商务英语交际的真实场景。

对话后附有生词表和语言点注释。

注释的释义和例证均为中英文双语。

在用法扩展中对该语言点在商务、金融、证券等相关领域的用法都给予了详尽实用的解释和例证，并配有同义词组和关联词组。

每篇对话后就该对话所涉及的话题给予了言简意赅的建议。

本书口语练习设计丰富多彩，包括从控制型到自由型等多种形式。

练习部分的趣味性较强，能够帮助学生巩固和演练所学的知识、进一步学习各种商务信函、表格和报告，极大地提高学生的学习效率。

书后附有练习答案，便于核对和参考。

每单元在最后部分给出与本单元相关的商务用语和句型，便于学生了解、掌握和使用。

正文后附录部分附有英汉对照商务常用语缩略语和商务单据，以便帮助学生熟悉商务工作领域特定的业务常识。

本教材在编写的过程中得到了高等教育出版社的认真指导和大力协助，在此致以深深的感谢。

本教材的编写从内容到形式都有不少新的尝试，如有不妥、未及和错误之处，诚请读者指正。

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内容概要

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ICI has always prospered by reinventing itself to move with the times. The organization is now very well placed to participate in the growing markets of the early 21st century with increasing SUCCESS. Success builds confidence. Confidence creates an appetite for greater success. With sales up, profits up and our divestments essentially complete, I believe that ICI in its new shape is beginning to hit its stride. Our goals are clear. We intend to achieve organic growth rates of 4%-5% each year by driving business performance to greater heights. We will maintain tight financial control that increase capital efficiency and use the proceeds to fund bolt-on acquisitions when attractive opportunities arise. We expect such acquisitions to accelerate growth by a further 1%-2% each year. There is no shortage of opportunities to grow our businesses. In fact, there are far more than we could address adequately. Altogether ICI businesses operate in about 150 markets. Some inevitably offer superior growth potential so sorting the best from the rest is the first task. We are getting better and better at placing our people and capital where they will achieve the most.

But even in mature markets, we find and take opportunities to improve our businesses by growing sales and profits. Enhancing the product mix, upping the pace of innovation, finding and winning new customers and doing more with existing customers are just a few of the ways we can build on our brand strengths to deliver profitable growth. We also plan to grow by acquisition and strategic investments. These may be regional or technological, and will be in the sectors of highest growth, but they do not need to be significant. Our consolidation of ownership of Aranal, one of Central and Latin America's leading manufacturers of modified starches, and the acquisition of 'CelActiv' catalyst business, as well as the investment in DigiScents provide textbook examples. Aranal strengthens National Starch's regional position. "CelActiv" takes ICI Syntex a step closer towards becoming one of the world's leading catalyst companies. DigiScents complements Quest, opening up the possibility of transmitting flavors or fragrances via electronic technology. The map of ICI now bears little resemblance to that of a decade ago. For our international businesses, the USA is our single largest market, accounting for 36% of sales. Continental Europe, Asia Pacific and the Americas combined represent 53% with the UK contributing the remaining 11%.

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