

<<工商导论>>

图书基本信息

书名：<<工商导论>>

13位ISBN编号：9787040247954

10位ISBN编号：704024795X

出版时间：2009-2

出版时间：高等教育出版社

作者：陈准民

页数：238

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>

<<工商导论>>

前言

《工商导论》自2002年出版以来，商务英语又有了很大的发展。

首先，中国加入世界贸易组织之后，社会对商务英语人才的需求继续加大，促使越来越多的高等院校与时俱进，开设商务英语专业或方向，以更好地满足国家改革开放的需要。

根据一份调查（李朝、赵函，2005），到2005年全国开设商务英语专业（方向）的高校已达547所，占所调查1,607所高校的34%。

2007年以来，教育部又批准对外经济贸易大学等院校试办独立的商务英语专业。

从办学层次上看，大专、本科和研究生都有。

第二，商务英语的师资队伍不断壮大。

从最近三届（即第五、第六和第七届）的“全国国际商务英语研讨会”的参会人数可以看出，越来越多的英语教师参加到了商务英语的教学和研究行列，新人不断涌现。

第三，商务英语的学术研究从理论到实践均取得长足进展，成果丰硕。

在这种大形势下，高等教育出版社决定对“十五”国家级规划教材“商务英语系列教材”进行修订，是非常必要和及时的。

拙作《工商导论》作为这个系列中的一本也做了修订。

首先，第二版对教材的有关内容进行了更新。

近几年，在企业形式、国际贸易、金融货币、国际化经营、知识产权、信息管理等领域都有了不少新的发展，因此，本教材的有关章节也作了相应调整，对相关数据进行了更新。

其次，结合第一版的使用情况和院校反馈，对部分案例分析和翻译练习做了修订，在增强其针对性和时效性同时，对第一版中的一些排版和印刷错误也作了更正。

商务英语是一个日新月异、充满活力的领域。

相关教材也应通过实践不断修订，与时俱进。

因此，我衷心希望各位同行和专家一如既往地关注这本教材，不吝赐教。

<<工商导论>>

内容概要

本书作为商务英语专业的一门概论型基础课程教材，全面、系统、概要地介绍了国际经贸理论和知识。

本书主要供普通高等教育商务英语专业学生，以及国际贸易、国际经济、国际工商管理等外向型专业的学生使用，同时也可供从事国际商贸工作的人员参考使用。

<<工商导论>>

作者简介

陈准民，对外经济贸易大学教授，教育部高等学校外语专业教学指导委员会委员，英语分委员会副主任，中国国际贸易学会国际商务英语研究会主任。

长期从事商务英语教学，在商务英语教学理论、教学法改革、教材编写、师资培训、计算机辅助教学等方面有多年研究，为商务英语学科带头人。

主要讲授商务英语、经济管理和计算机应用等课程，如经贸英语口语、对外经贸信函、工商导论、工商教育中的教学法、互联网与经贸英语等。

独立编写并出版了《工商导论》、《实用经贸英语口语》、《英语生意经》、《模拟期货贸易》等教材和计算机辅助教学软件，在国内外学术刊物上发表科研论文多篇。

书籍目录

Chapter 1 Setting Up a Business Sole Proprietorship Partnership Corporation A Special Form: Franchising
 Chapter 2 Marketing: an Overview The Origin of Marketing The Functions of Marketing The Marketing Mix Market Segmentation
 Chapter 3 Products and Pricing Types of Products Product Life Cycle Pricing
 Chapter 4 Channels of Distribution Common Channels of Distribution The Cost and Value of Middlemen Physical Distribution Modes of Transportation
 Chapter 5 Promotion Advertising Do It Yourself or Use an Advertising Agency Personal Selling Sales Promotion Public Relations and Publicity Word of Mouth
 Chapter 6 Money and Banking What Is Money? What Does Money Do? Types of Money The Financial System Savings and Loan Associations Money Supply and the Federal Reserve System
 Chapter 7 Financing Short-term Financing Long-term Sources of Funds Debt or Equity Financing Features of Bonds Features of Stock
 Chapter 8 Accounting Balance Sheet Income Statement
 Chapter 9 The Securities Market Primary and Secondary Markets Buying and Selling Stocks Bulls and Bears The Bond Market Who Buy Securities?
 Chapter 10 Risk Management and Insurance Approaches to Managing Business Risks Insurance and Its Principles Insurable Risks Insurance for Business Fidelity and Surety Bonds
 Chapter 11 Business Law Types of Law Contract Law Tort Law Property Law Warranty Negotiable Instruments Agency Law Business Bankruptcy
 Chapter 12 International Business Why Trade with Other Countries? Other Ways to Go Global Special Issues in International Business
 Chapter 13 Managing Business Enterprises Management Functions Management Levels and Skills Sources of Managers The Building Blocks of Organizational Structure Organizational Decision Making Organizational Structures Informal Organization The Strategic Management Process
 Chapter 14 Human Resources Management Planning for Human Resources Staffing Training and Developing Employees Demoting and Terminating Employees Compensating Employees
 Chapter 15 Motivation and Leadership! The Classical Theory The Hawthorne Studies Maslow's Hierarchy of Human Needs Herzberg's Two-factor Theory McGregor's Theory X and Theory Y Ouchi's Theory Z Strategies for Motivating Employees Leadership
 Chapter 16 Managing Information Information vs. Data How Computers Work? Application Programs The Management Information System (MIS)
 Chapter 17 The Environment and Responsibilities Factors of Production Types of Economic System Economic Goals and How to Measure Their Attainment The Roles of Government The Market and Competition The Importance of Profits The Responsibility of Business
 Chapter 18 Careers in Business Self-evaluation Career Opportunities in Business Successful Job Hunting Key to Exercises of Cloze and Scrambled Sentences Key to Translation
 References

章节摘录

As an economy develops, it needs a growing supply of money. The increase of money supply, however, must not be let go unchecked. When the growth rate of a country's money supply exceeds that of its economy, its money will decline in value, resulting in inflation. Therefore, modern governments have devised many instruments to regulate the money supply for sustainable economic growth. In the United States, such instruments are at the disposal of the Federal Reserve System, popularly called the Fed, and the most frequently used instruments are reserve requirements, changes in the discount rates, and open-market operations. First, commercial banks are required to store some of their funds (a reserve) either in their own vault or as deposit with their local Federal Reserve Banks. In order to control the money supply, the Fed can adjust reserve requirements for commercial banks. Higher reserve requirements mean that banks have less money to lend, and reduce the expansion of money. Lower requirements, conversely, will result in an increased supply of money. The Fed also acts as the commercial bankers bank. When commercial banks need money, they can borrow from the Federal Reserve Banks and pay interest on the loans. The rate of interest charged by the Fed is called discount rate. If the Fed wants to reduce the money supply, it increases the discount rate, making borrowing more expensive and bank loan-making less attractive. Low discount rates, on the other hand, encourage borrowing and lending, resulting in expansion of the money supply. Changes in the discount rate cause more subtle shifts in the money supply than do changes in the reserve requirement. Therefore, the Fed uses this tool frequently. In the 1980s, for instance, the Fed adjusted the discount rates considerably. The third instrument the Fed can use to control the money supply is its open-market operations. When it wants to increase the money supply, the Fed buys securities from dealers. The dealers banks are credited for the transactions, so the banks have more money to lend and this expands the money supply. To decrease the supply of money, the Fed sells securities. Open-market operations are the most effective tools of control because they act quickly and predictably.

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>