

<<商务英语综合教程>>

图书基本信息

书名：<<商务英语综合教程>>

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内容概要

《商务英语综合教程》(1~4)为商务英语专业或英语专业商务方向基础课程编写,旨在提高学生的语言知识和应用能力、社会文化知识、商务知识以及学习能力。

本书为《商务英语综合教程》的第三册。

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本书共分十二个单元。

每个单元都以热身练习(Warm-up Activities)开始,目的是激活学生已有的与单元内容相关的知识,同时也是一个语言技能发展的活动。

阅读输入共有三篇课文。

第一篇是学术性文体,对单元话题做综述性介绍,适合作为精读课文(Intensive Reading);第二篇是对单元话题某个方面的讨论,难度相对小些,适合作为快速阅读(Extensive Reading);第三篇也是对单元话题某个方面的讨论,目的之一是为写作作业提供一个模版(Reading & Writing)。

三篇课文后面都有相应的阅读理解、讨论以及词汇和句法方面的作业;其中第三篇课文后面设有对文章结构的分析、内容摘要等作业,为写作做准备;在商科单元里,第三篇课文主要是商务应用文体或案例分析,帮助学生了解这些文体和案例分析的规范,为商科课程做些准备。

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书籍目录

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Unit 2 Myths and Legends Warm-up Activities Listening & Speaking Intensive Reading What Is Mythology? Extensive Reading Chinese Creation Mythology Reading & Writing Jupiter's Love Towards Europa

Unit 3 Intercultural Communication Warm-up Activities Listening & Speaking Intensive Reading Managerial Caricatures Extensive Reading Cultural Clash at Pharmacia and Upjohn Reading & Writing Intercultural Understanding

Unit 4 Sex Education Warm-up Activities Listening & Speaking Intensive Reading What to Tell the Kids About Sex Extensive Reading Survivor's Story Reading & Writing No Sex or Safe Sex

Unit 5 Gender Differences Warm-up Activities Listening & Speaking Intensive Reading Gender Role Behaviors and Attitudes Extensive Reading Women Are Just Better Reading & Writing Wal-Mart's Gender Gap

Unit 6 Population and Resources Warm-up Activities Listening & Speaking Intensive Reading Population, Environment, and Resources Extensive Reading The Population Dilemma Reading & Writing Population, Consumption, and Resources

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Unit 8 International Trade Warm-up Activities Listening & Speaking Intensive Reading Free Trade and Protectionism Extensive Reading A Year Without "Made in China" Reading & Writing China, U.S. Complement Each Other in Trade

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Unit 11 Human Resource Management Warm-up Activities Listening & Speaking Intensive Reading HR and the Economics Challenge Extensive Reading Motivate or Alienate? Firms Hire Gurus to Change Their "Cultures" Reading & Writing Job Application Cover Letters and Resume

Unit 12 E-commerce Warm-up Activities Listening & Speaking Intensive Reading Understanding E-commerce: Its Definition and Impact Extensive Reading E-commerce in China: A Personal Perspective Reading & Writing Time to Deploy E-business Words & Expressions

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