

<<职通商务英语拓展教程2>>

图书基本信息

书名：<<职通商务英语拓展教程2>>

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前言

随着经济全球化的进一步发展，我国与世界各国的经济合作日益扩大，国际商贸交往日益频繁。在对国际化商贸人才需求日益增加的同时，社会对高素质商贸人才的英语应用能力的要求愈来愈高，进而对商务英语教学的载体——商务英语教材的编写也提出了更高的要求。

《职通商务英语》系列教材旨在提高学习者的商务英语语言交际技巧，培养其熟练掌握英语，通晓商务知识，熟悉国际商务环境，善于跨文化交际的能力，以满足现代社会对商贸人才的需求。

《职通商务英语》系列教材将商务专业知识和跨文化商务交际能力与英语语言运用技能结合在一起，以学生为中心，以商务为环境，以商贸岗位任务为路径，以商务交际为目的，由浅入深，循序渐进，通过对学生听、说、读、写、译等基本技能的全面训练，培养学生通晓商务技能，掌握英语知识以及在未来岗位中完成商务任务和商务交际的能力。

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内容概要

《职通商务英语拓展教程2》将商务专业知识和跨文化商务交际能力与英语语言运用技能结合在一起，以学生为中心，以商务为环境，以商贸岗位任务为路径，以商务交际为目的，由浅入深，循序渐进，通过对学生听、说、读、写、译等基本技能的全面训练，培养学生通晓商务技能，掌握英语知识以及在未来岗位中完成商务任务和商务交际的能力。

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章节摘录

While companies are often farther removed from their customers these days - mainly interacting in a virtual way —— customer service is still as important as it ever was, if not still more so. If customers aren't satisfied with service, there are plenty of other places they can go and word of mouth spreads faster through email. There's a need for the more in-depth customer service provided through customer relationship management (CRM) .

Beyond simple access through email, call centers, faxes, and web sites, CRM allows companies to collect information about customers in order to better anticipate what they want. Experts consider the best form of CRM to be that which utilizes multichannel. In other words, it is not simply a transaction or communication that starts and ends with a website visit, for example, but something like a site visit that continues to a phone conversation with a customer service representative. Multichannel CRM involves an interaction in one medium, or channel, being seamlessly integrated with other mediums.

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