

<<商务英语听说（上）>>

图书基本信息

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### 内容概要

本书是为培养高等院校的英语+专业(如商务管理、国际贸易、国际经济法、国际金融等)以及专业+英语等复合型涉外人才而专门开设的复合型课程,旨在培养学生在各种商务环境下熟练运用英语知识与技能的能力。

本教程为《商务英语听说(第2版)》上册,以高等院校英语专业新教学大纲所规定的复合型涉外人才的培养为依据,以简洁易懂的语言生动、系统地介绍了涉外商务活动中常用的英语对话和技巧。本着“在商务环境中学习语言,通过语言提高商务知识与技能”的宗旨,编者唐桂民、郭桂杭在教程中为学生提供了各种商务英语听说情景,让学生有充分的机会将商务知识与技能以及语言知识与技巧融会贯通,为将来更好地从事跨文化商务交际奠定良好的基础。

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Our unique role as the innovator and leader in our industry enables US to drive consistent, long-term profitable growth. In 2008, we added \$2.3 billion of incremental revenue to reach \$18.6 billion - up 14 percent year over year with growth in every region and every business unit. Gross margins improved more than a percentage point to a new record high of 45%, and earnings per share grew 28 percent. We increased our return on invested capital by 250 basis points, increased dividends by 23%, and bought back \$1.2 billion in stock. 2008 was a very good year. As we enter fiscal 2009 we are well-positioned for the future. The NIKE brand continues to grow in relevance and influence. We're focused on six key categories - running, basketball, football, men's training, women's training and sportswear. Each category team is immersed in its sport's culture, connecting with consumers and building deep relationships. These connections are the source of insights we use to create the innovative products that fill our pipeline. NIKE is a premium brand, and we earn that reputation by delivering experiences that surpass the expectations of our consumers. Our portfolio of brands also continues to grow. Converse is mid-way through its 100th anniversary celebration. This brand delivered its best year ever in fiscal 2008 and continues to grow in the U.S. and in the key emerging markets of China, Russia and Brazil. Hurley and Cole Haan also had record years for revenue and pre-tax income. And NIKE GOLF increased revenue and pre-tax income as we continue to deliver innovation and widen our lead as the largest apparel brand in the golf industry.

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