

<<职通商务英语-综合教程-3>>

图书基本信息

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内容概要

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。

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章节摘录

Industrial / Enterprise Competitiveness There are two opposite opinions on the international competitiveness of Chinese industries and enterprises: one that considers Chinese enterprises not to be internationally competitive, and the other that regards Chinas industrial and enter prise competitiveness to be sufficient for China to shortly become the worlds factory. The most competitive advantage of Chinese enterprise, indeed, almost the only advantage that Chinese enterprises enjoy is the cost of labor. When endorsing the idea of China as the worlds factory, Chinese scholars typically mention Chinas ample supply of low-cost labor, its vast domestic market, the presence of political will, and reform-oriented policies. Also, Chinas manufacturing capacity is very strong.

Globalization and Regionalism Government documents considered globalization to be an unstoppable trend long before Chinas WTO accession. Since joining the WTO, the government has been stressing the benefits of participating in globalization more than the negative consequences. Chinas position in globalization is considered to be advantageous due to Chinas massive domestic market, its wide range of industries, and its capacity to provide a huge supply of low-cost labor for foreign direct investment. Its market-size advantage, its industrial production capabilities, and its low labor costs, combined with foreign capital, technologies and management, suggest that a highly competitive open economy could be created. For post-WTO China, the major purpose of introducing foreign investment into domestic industries has changed from utilizing capital to introducing advanced technology, upgrading its industrial structure, and increasing international competitiveness. All of these help China build its own ability to develop core technologies.

The Chinese governments position toward regional cooperation is more complicated. Pursuing a strategy of globalization rather than regionalism might be a better inclination for China, as regional economic cooperation is less likely to benefit it as much. China is also yet to open its capital account, or the real benefits of regional currency cooperation would be difficult to realize. Regional cooperation could play a limited role only in promoting economic growth and safeguarding China against outside risks. So participating actively in regionalism would be helpful for Chinas global strategy.

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