

<<新编商务英语>>

图书基本信息

书名：<<新编商务英语>>

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内容概要

教材中的语言材料均选自当代英美报纸杂志以及某些商务专著，其内容新颖、涉及面广。本教材旨在通过较大量的阅读，使学生巩固已学的基本词汇和语法知识，扩大词汇量，加强语感，提高英语阅读能力。

若配合本系列教材的其他分册使用，则更能系统地掌握商务英语的基本词汇及其表达方式，全面地获得有关商务的基本知识。

本教材共计4册，每册10个单元。

每单元分两个部分。

第一部分由课文（text）及相应的练习组成，其中text a可作为主课文使用，text b可作home reading使用，教师亦可根据需要作适当调整；两篇课文在生词表后都增加了useful expressions，供学生参考掌握运用。

第二部分为快速阅读（fast reading），每单元都配有两篇短文及相应的练习，其目的是培养学生在有限时间内快速准确地获取主要信息的能力，此部分可在课堂规定的时间内完成。

本教材每册各配有期中与期末两套自测题，用以检查已学过的词汇、语言知识、商务知识及阅读理解能力。

每册书后新增了some important reading strategies and skills，以帮助学生掌握阅读技巧，提高阅读速度，增强阅读能力。

此外还附有该册生词总表及练习答案，供教师和学生参考。

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章节摘录

The popcorn is a product. The movie theater where the popcorn was sold provides a service —— the opportunity to see a movie. Other business marketing services include beauty salons , insurance agencies , driving schools , emergency care centers , and the telephone companies. Services are marketed as products. Services vary from other products in several ways. They are intangible and perishable. You cannot keep a plane flight , for example , nor can the airline gain income from an unsold seat. Services also vary in quality. One business-class flight may serve a hot meal while another offers only sandwiches. Finally services cannot be separated from the organization or person giving the service. You cannot buy a plane ride from a railroad. For these reasons , it is important that service businesses use marketing skills to find out what customers want and then supply it. Marketing involves many special activities. Among them are marketing research , product planning , advertising , and selling. These activities and others make up the world of marketing —— a world of people , products , actions and ideas. Thus , marketers respond to the needs of people. To prove the statement Marketing is all around us , we need only take a quick imaginary tour of your community.?

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