

<<商务英语读写教程5>>

图书基本信息

书名：<<商务英语读写教程5>>

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作者：李丽，马跃 主编

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## 内容概要

伴随着经济全球化和我国经济国际化的进程，国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增，这也促进了我国高等教育商务英语专业的快速发展。

目前，全国有700多所高等院校开设了外贸英语、商务英语等课程，工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程，部分院校甚至设立了商务英语专业。

近几年来，全国性的商务英语教学、学术研讨会频频召开。

我国国际商务的快速发展、人才市场对商务英语人才的强劲需求以及外语就业市场人才多元化推动了英语专业的教学改革和教材建设，各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材，以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语，国外大学多将其归为ESP (English for Special Purposes)。

目前，我们国内这样系统的专业教材并不很多。

王正元教授领衔总主编、由全国20余所大学40余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”，是我国高等教育商务英语教材建设的一个新成果。

这套教材共14本，包括读写、视听说、写作、口译，涵盖了商务英语的基本主体课程。

编者基于“商务知识+英语能力=核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。

商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富，英语操练有的放矢，凸显了人才培养规格，给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性及任务型教学法。

这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来，商务英语是我们这个时代经济发展催生的新事物，它必将在市场经济的强劲需求中茁壮成长。

为更好地培养复合型人才，英语教材的建设任务是繁重的。

这套教材需要在使用中逐步完善提高，以满足我国对外经济贸易、国际商务活动对英语人才的需要。

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书籍目录

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## 章节摘录

The main business areas , all interdependent and important to our continued Success , are : Marketing is a driving force at Fidelity for strategic , asset gathering and retention activities. In partnership with the Sales teams in the Institutional and Intermediary businesses and with the business owners in Retail , Marketing creates programmes that predispose our customers to want to purchase and retain our products. Marketing uses advertising , PR , communications , sales support , distribution or channel marketing , research and analysis and investment marketing to ensure that this happens. The Intermediary Business team is responsible for the retail distribution business in Hong Kong , primarily dominated by banking & insurance channels. Our vision is to become one of the top 3 most preferred asset managers of key Hong Kong Distributors and to provide regional support for Fidelity's international partners in Asia. The Institutional Business department is comprised of the following teams - Institutional Sales , Client Servicing , Institutional Marketing , Product Development and Investor Education , based in Hong Kong or other Asian offices. The Institutional Sales and Marketing teams are responsible for the marketing and distribution of products to institutions with clients ranging from corporate pension plans , to local authorities and charities. The Client Servicing team is responsible for serving existing clients and soliciting any cross selling opportunities. The HK Retail Service Centre is responsible for providing operational support to Fidelity's clients in Asia Pacific ex. Japan region , primarily Hong Kong , Taiwan , Korea and Singapore. The Service Centre provides key services to clients of different business channels in the region , including banks , brokerage firms , IFAs , insurance companies , high net worth direct and retail direct clients. The team also has responsibility for working with the Oversight Teams in the region as well as provision of support for new marketing campaign launches.

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