

<<商务英语读写教程6>>

图书基本信息

书名：<<商务英语读写教程6>>

13位ISBN编号：9787111255895

10位ISBN编号：7111255895

出版时间：2009-7

出版时间：机械工业出版社

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页数：385

字数：615000

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前言

伴随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。

我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设，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”的出版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，编著者基于“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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内容概要

为了编写这套教材，我们反复学习了教育部高等学校英语教学大纲，访问了毕业生用人单位，举行了英语毕业生座谈会，广泛地听取了师生的意见。

高等学校英语专业《英语教学大纲》指出：“我们也应当清醒地面对这样一个现实，即我国每年仅需要少量外语与文学，外语与语言学相结合的专业人才以从事外国文学和语言学教学的研究工作，而大量需要的则是外语和其他相关学科——如外交、经贸、法律、新闻等结合的复合型人才，培养这种复合型外语及专业人才是社会主义市场经济对外语专业提高的要求，也是新时代的要求。”

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作者简介

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章节摘录

The level of employee engagement here falls short of international standards. Hewitts "2003 Best Employer Study" , which measured the degrees to which employees said good things about their employers , stayed with their firm and strived for their companies , showed that Chinese employees were generally less engaged than their counterparts in other countries around the world. A low level of engagement is linked to higher staff turnover , lower productivity and lower financial performance for a company. According to the study , the drivers for employee engagement in China are : career opportunities , work resources and non-cash benefits. The companies that emerged top of the table in the Best Employer survey used a number of measures to ensure high employee engagement. Typically , the measures are not reliant on a pay that is above the market rate ; instead , attractive programs for career development , manager and leadership training and assessment , and work-life balance are taken into account. An additional HR challenge —— not unique to China but more pronounced here —— is the need for companies to explain to their employees how their daily work activities affects the overall business results and rewards. Many employees are seeking to understand how their work contributes to the business goals ; they typically develop a higher commitment and loyalty to their employers if they understand how "important" their work is for the company. A clear link between individual performance and rewards —— both financial and otherwise —— has to be provided , as many employees in China still believe that seniority and loyalty rather than individual job performance should determine compensation. This is especially true of staff members of an older generation. Chinese employees consider non-cash benefits as one of the most important factors in joining and staying with a company. The challenge for foreign companies is to balance the costs of supplemental benefits with the need to provide a competitive total compensation package. Chinas social security is still being developed and at the moment provides minimal benefits.

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