

<<建筑管理与财会（第三册）>>

图书基本信息

书名：<<建筑管理与财会（第三册）>>

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前言

经过几十年的探索, 外语教学界许多人认为, 工科院校外语教学的主要目的, 应该是: “使学生能够利用外语这个工具, 通过阅读去获取国外的与本专业有关的科技信息。”

这既是我们建设有中国特色的社会主义的客观需要, 也是在当前条件下工科院校外语教学可能完成的最高目标。

事实上, 教学大纲规定要使学生具有“较强”的阅读能力, 而对其他方面的能力只有“一般”要求, 就是这个意思。

大学本科的一、二年级, 为外语教学的基础阶段。

就英语来说, 这个阶段要求掌握的词汇量为2400个(去掉遗忘, 平均每个课时10个单词)。

加上中学阶段已经学会的1600个单词, 基础阶段结束时应掌握的词汇量为4000个。

仅仅掌握4000个单词, 能否看懂专业英文书刊呢?

还不能。

据统计, 掌握4000个单词, 阅读一般的英文科技文献, 生词量仍将有6%左右, 即平均每百词有六个生词, 还不能自由阅读。

国外的外语教学专家认为, 生词量在3,

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内容概要

本收根据国家教委颁发的《大学英语专业阅读阶段教学基本要求》规定组织编写的专业英语教材。本册包括营销战略，管理会计、成本，计算机在建筑管理方面应用，英，日等国大建筑公司概况，建筑战略框架等。

全书安排十六个单元，每单元除正课文外，还有两篇阅读材料，均配有必要的注释，正课文还配有词汇表和练习，书后附有总词汇表，参考译文和练习答案。

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书籍目录

英文课文十六篇。

章节摘录

Demand for construction work,
like demand for products and services of all kinds, is a variable which changes for many reasons. (a) Political decisions and legislation Public authorities account for roughly 40% of total demand for new non-housing work. It follows that sizeable variations in total demand can result from variations in demand from public authorities. The client with the biggest annual demand is central government and this demand is translated specifically into work for the construction industry or direct employees of public authorities by the various government departments. (b) Industrial and social factors The decision of OPEC to increase the price of oil had a far-reaching effect on energy policy. It increased costs of energy for transportation, fighting, power, heating and the cost of oil-based products. Since that shattering event, energy needs and methods of meeting them have never been out of the news for long.

The whole question of oil supplies for the future has been examined and re-examined and the offshore oil supplies have made a significant contribution to the problems. So far as the UK and some other countries are concerned. The oil price increase also had the effect of making it essential to look to alternative sources of energy. The coal industry has put forward plans for new mines to produce good quality coal with sufficient reserves to last for many years. These plans when approved, will provide work for the construction industry for years to come.

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