# <<英语精读教程>>

### 图书基本信息

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#### 内容概要

《研究生英语系列教程:英语精读教程》共分15个单元,每个单元由三大模块组成,即课文一、课文二和语言运用。

课文一和课文二的选文经过认真细致的筛选和改编,其特点是:内容新颖,题材广泛,难度适中。 语言运用部分为结合课文设计的练习题,通过这些练习题可以使读者提高对课文的理解。

《研究生英语系列教程:英语精读教程》可供交通运输、国际航运、物流管理、物流工程专业研究生使用。

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#### 书籍目录

Unit OneText : Competence and Competitive AdvantageText : How Culturally Aware Are You? : Ethics and Competitiveness——Putting First Things FirstText Language in UseUnit TwoText : Classroom Conundrum: Profits + Ethics =? Language in UseUnit ThreeText : Global Transportation OptionsText : Holidays may be Hazardous to International Logistics SystemsLanguage in UseUnit FourText : Transportation Management StrategyText : Transportation : The Forgotten FactorLanguage in UseUnit FiveText : Careers in LogisticsText Chain TechnologyLanguage in UseUnit SixText : Strategic Planning for Logistics and Supply Chain ManagementText : E-Business in Supply ChainsLanguage in UseUnit SevenText : A Vision of World Class : The Challenge of Maintaining Continuous SuperiorityLanguage in UseUnit EightText LogisticsText : Organizational Culture and Ethical PracticesText : A Regional Analysis of North American : Chinese WallsText : The Remarkable Evolution of LogisticsLanguage in UseUnit NineText RoadRailerLanguage in UseUnit TenText : E-Hubs. The New B2B MarketplaceText : The Future of Electronic MoneyLanguage in UseUnit ElevenText : The Economic Role of the Shipping IndustryText : The Role of Ports in the Transport SystemLanguage in UseUnit TwelveText : Economic Growth and Sea : Why do Countries Trade? TradeText Language in UseUnit ThirteenText : How to Frame a Message, the Art of Persuasion and NegotiationText : Collaborative SellingLanguage in UseUnit FourteenText : Science and TruthText KillersLanguage in UseUnit FifteenText : International Trade and Economic DevelopmentText : International Trade and the Nation 's Standard of LivingLanguage in UseKey to the Exercises

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