

<<实用商务英语综合教程（中级）>>

图书基本信息

书名：<<实用商务英语综合教程（中级）>>

13位ISBN编号：9787115259905

10位ISBN编号：7115259909

出版时间：2012-2

出版时间：人民邮电出版社

作者：李玉萍，李文 主编

页数：176

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<实用商务英语综合教程（中级）>>

内容概要

《实用商务英语综合教程》系列教材分为初级、中级和高级3册。本书是套书的中级教材，本教材编写了8个单元，以“项目引领、任务驱动”的形式编写，每一个单元为一个项目，围绕一个话题，内容涉及商务环境、团队建设、进出口、关税壁垒、市场调查、交易会、公共关系及电子商务等，每个单元包括背景介绍、热身讨论、听说训练、阅读强化、语法复习、案例分析和实用写作7个模块，并在各模块中以任务的形式插入各种练习，全面培养学生听、说、读、写、译的能力。

本书可以作为高职高专商务英语专业、国际贸易专业、国际商务专业的专业英语教材使用，也适合作为高职高专财经类院校英语课程的公共教材。

本书附有听力材料的MP3录音光盘。

书籍目录

Unit Business Environment
Listening & Speaking
Consulting about Advice on Business
Reading
Intensive Reading: Are You Ready to Do Business in China?
Fast Reading: China Remains Open Business Environment
Grammar & Usage
Past Perfect Tense 过去完成时
Practical Writing
Forms 表格
Unit Team Building
Listening & Speaking
Consulting about Advice on Team Building
Reading
Intensive Reading: The Path to Build Successful Work Teams
Fast Reading: How to Get Along with Your Coworkers
Grammar & Usage
Future Perfect Tense 将来完成时
Practical Writing
Advertisements 广告
Unit Import and Export
Listening & Speaking
Preparing for Exporting & Negotiating Terms
Reading
Intensive Reading: The Procedure for Import Trade
Fast Reading: Expand Your Business by Exporting
Grammar & Usage
The Present Perfect Progressive Tense 现在完成进行时
Practical Writing
Agency Introduction 机构介绍
Unit Tariff Barriers
Listening & Speaking
Tariffs & International Trade
Reading
Intensive Reading: Tariff Barriers
Fast Reading: Revised Tariffs Benefit China
Grammar & Usage
The Past Perfect Progressive Tense 过去完成进行时
Practical Writing
Products Introduction 产品介绍
Unit Market Research
Listening & Speaking
Preparing for Market Research
Reading
Intensive Reading: Marketing Research

<<实用商务英语综合教程 (中级) >>

Fast Reading: Research Trends

Grammar & Usage

The Future Perfect Progressive Tense 将来完成进行时

Practical Writing

Questionnaires 调查问卷

Unit Trade Fairs

Listening & Speaking

Consulting about Details on Trade Fairs

Reading

Intensive Reading: The Canton Fair

Fast Reading: Booth Staff Training

Grammar & Usage

The Modal Verbs 情态动词

Practical Writing

The Format and Structure of Business Letters 商务信函的格式与结构

Unit Public Relations

Listening & Speaking

Advice on Public Relations

Reading

Intensive Reading: Public Relations in China

Fast Reading: Public Relations

Grammar & Usage

Participle 分词

Practical Writing

Letters of Application 求职信

Unit E-Commerce

Listening & Speaking

Shopping on Line

Reading

Intensive Reading: The Development of E-commerce

Fast Reading: How to Start an Online Business

Grammar & Usage

Voices 语态

Practical Writing

Letters of Invitation 邀请信

Appendix Vocabulary

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>