

<<河北省高职高专商务英语系列教材>>

图书基本信息

书名：<<河北省高职高专商务英语系列教材>>

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内容概要

《商务英语》是一套针对高职高专商务英语专业学生编写的英语教材。该套教材集英语语言知识和国际商务知识于一体，让学生在提高英语语言能力的同时，学习商务知识，了解商务活动，提高商务英语交际能力。

《商务英语》共分初、中、高级三册，内容涵盖商务活动的各个方面。在编排上按商务模块进行划分，其中包括：公司架构、酒店招待、会议及商务旅行、广告与营销、公共关系、客户服务、物流配送、电子商务、海关业务、金融业务、财务报表等。语言上按语言学习规律由浅入深，将商务知识和英语语言知识进行了有机结合。从选材上力求文章的趣味性和可读性，材料新颖、语言地道。

书籍目录

Unit 1 Organization Reading 1 Businesses Structure Reading 2 Get to Know These Jobs Reading 3 What Differences
Departments Does a Business Need? General Exercises Unit 2 Company History Reading 1 Ever Heard of Nike?
Who Hasn't? Reading 2 History of Skoda Reading 3 Story of Chanel General Exercises Unit 3 Production and
Products Reading 1 How to Make Bread Loaf Reading 2 An Introduction to Shampoos Reading 3 Introduction to
Nokia E90 General Exercises Unit 4 Quality Control Reading 1 A Quality Story (I) Reading 2 A Quality Story (II)
Reading 3 The ISO Story Unit 5 Work and Leisure Reading 1 Lessons from Barack Obama Reading 2
Flexible Working Reading 3 Dominic Orr, Story of a Workaholic General Exercises Unit 6 Health and Safety Reading
1 Health and Safety Management Reading 2 Initiatives for Occupational Health and Safety Management Reading 3 A
Healthy Work Environment Unit 7 Recruitment Reading 1 Job Advertisement .. Reading 2 Cover Letter
Sample Reading 3 Writing a CV/Resume Unit 8 Team Building Reading 1 Teamwork in Business Reading 2 How to
Be a Leader Reading 3 Solid Teamwork for Success Unit 9 Business Ethics Reading 1 Six Topics to Avoid Discussing
in the Workplace Reading 2 Build Your Online Business with Integrity and Honesty Reading 3 Industrial Espionage
"Real and Out There" Unit 10 Corporate Culture Reading 1 Corporate Culture Reading 2 The Core of Wal-mart's
Culture Reading 3 Auto Dealer Employees Win in Discrimination Lawsuit Unit 11 Competition Unit 12
Merger and Acquisition Unit 13 Strategy Unit 14 Sustainability Unit 15 Annual Report Appendix I Appendix II

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