

图书基本信息

书名：<<现代商务英语综合教程教学参考书 (第5册) >>

13位ISBN编号：9787300133461

10位ISBN编号：7300133460

出版时间：2011-4

出版时间：中国人民大学出版社

作者：卢欣，陈蔚 主编

页数：222

字数：326000

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>

## 内容概要

《现代商务英语综合教程(第5册)教学参考书》为《现代商务英语综合教程》教学参考书第5册，共12章。

《现代商务英语综合教程(第5册)教学参考书》除了客观题的全部答案外，所有主观题，包括翻译、口语活动和作文，均提供了内容丰富、观点不同的实例，便于教师开阔学生思路、展开课堂活动。

《现代商务英语综合教程(第5册)教学参考书》还提供了听力原文、课内阅读的参考译文、围绕主题的商务背景知识以及补充阅读材料，供教师备课时参考选用。

书中每单元需6-8课时：Background

Info和Listening 2-3课时，Reading 3-4课时，课后练习1课时。

Supplement

Reading可以作为学生课后阅读的补充材料，也可以作为教师备课的补充资源。

任课教师可以根据自己班级的情况和不同的单元适当调整，灵活掌握。

书籍目录

chapter 1 basics of international trade

background info

listening

reading

structure

vocabulary

comprehension

translation

speaking

writing

supplement reading

chapter 2 import-export procedures

background info

listening

reading

structure

vocabulary

comprehension

translation

speaking

writing

supplement reading

chapter 3 trade negotiation

background info

listening

reading

structure

vocabulary

comprehension

translation

speaking

writing

supplement reading

chapter 4 trade payment

background info

listening

reading

structure

vocabulary

comprehension

translation

speaking

writing

supplement reading

chapter 5 transport and insurance

background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 6 countertrade  
background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 7 trade fairs  
background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 8 e-business  
background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 9 technology  
background info  
listening  
reading

structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 10 business law  
background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 11 cultural diversity  
background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading  
chapter 12 the future of business  
background info  
listening  
reading  
structure  
vocabulary  
comprehension  
translation  
speaking  
writing  
supplement reading

## 章节摘录

Third, one nation can sell some items at a lower cost than other countries. Japan has been able to export large quantities of radios and television sets because it can produce them more efficiently than other countries. It is cheaper for the United States to buy these from Japan than to produce them domestically. According to economic theory, Japan should produce and export those items from which it derives a comparative advantage. It should also buy and import what it needs from those countries that have a comparative advantage in the desired items.

Finally, foreign trade takes place because of innovation or style. Even though the United States produces more automobiles than any other country, it still imports large numbers of autos from Germany, Japan and Sweden, primarily because there is a market for them in the United States. For most nations, exports and imports are the most important international activities. When nations export more than they import, they are said to have a favorable balance of trade. When they import more than they export, an unfavorable balance of trade exists. Nations try to maintain a favorable balance of trade, which assures them of the means to buy necessary imports. International trade is the exchange of goods and services produced in one country for goods and services produced in another country. There are several reasons for it. The distribution of natural resources around the world is somewhat haphazard: some nations possess natural deposits in excess of their own requirements while other nations have none. For example, Britain has large reserves of coal but lacks many minerals such as nickel, copper, aluminum, etc., whereas the Arab states have vast oil deposits but little else. In the cultivation of natural products climate plays a decisive role. Some products will only grow in tropical climates whereas others, such as citrus fruits, require a Mediterranean climate. Moreover, some nations are unable to produce sufficient of a particular product to satisfy a large home demand, for example, Britain and wheat. These are the reasons why international trade first began. With the development of manufacturing and technology, there arose another incentive for nations to exchange their products. It was found that it made economic sense for a nation to specialize in certain activities and produce those goods for which it had the most advantages, and to exchange those goods for the products of other nations which had advantages in different fields. This trade is based on the principle of comparative advantage.

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>