

<<商务英语听说教程>>

图书基本信息

书名：<<商务英语听说教程>>

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作者：伍巧芳 编

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内容概要

《商务英语听说教程》是一本为高等学校全日制本专科生编写的商务英语教材，也可以作为高等学校夜大、函大的听说教材。

本书为上海市教委专项学科建设项目之一“法商外语教学论”中的一个子项目。

本书共12单元，每单元都涉及一个商务活动主题，其中的听力练习和口语活动均围绕该主题进行。

本教材的特色主要表现在以下几个方面：

- 本教材将真实的商务活动与英语教学充分融为一体。

- 将角色扮演和案例学习等体验式学习引入课堂。

- 教学设计严谨，为体验式学习打好基础。

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章节摘录

A credit crunch (also known as a credit squeeze, finance crunch or credit crisis) is a reduction in the general availability of loans (or credit) or a sudden tightening of the conditions required to obtain a loan from the banks. A credit crunch generally involves a reduction in the availability of credit independent of a rise in official interest rates. Many times, a credit crunch is accompanied by a flight to quality by lenders and investors, as they seek less risky investments (often at the expense of small to medium size enterprises) . A credit crunch is often caused by a sustained period of careless and inappropriate lending which results in losses for lending institutions and investors in debt when the loans turn sour and the full extent of bad debts becomes known. These institutions may then reduce the availability of credit, and increase the cost of accessing credit by raising interest rates. In some cases lenders may be unable to lend further, even if they wish, as a result of earlier losses. The crunch is generally caused by a reduction in the market prices of previously "overinflated" assets and refers to the financial crisis that results from the price collapse. This can result in widespread bankruptcy for those investors and entrepreneurs who came in late to the market, as the prices of previously inflated assets generally drop sharply.

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