

<<环球商务英语>>

图书基本信息

书名：<<环球商务英语>>

13位ISBN编号：9787304020576

10位ISBN编号：7304020571

出版时间：2001-7

出版时间：中央广播电视大学出版社

作者：商务英语课程组编

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>

## <<环球商务英语>>

### 内容概要

《环球商务英语》（World Class English for Business）是从英国开放大学（Open University）引进改编的适合以自学为主的商务英语用书，该教材深入浅出地介绍了一些当代商务理念和国际商务惯例，以及英语国家的商务文化。

全书共有8个教学模块（Module），分为1、2两册，并配有9盘录音带。

## 书籍目录

《环球商务英语》上册  
 Module plans  
 Module 1 Change and the company  
 Unit 1 How companies operate  
 Session 1 Dutton Engineering Session 2 The Structure of organisations Session 3 Successful Products  
 Unit 2 Responding to change  
 Session 4 people and change Session 5 Describing trends Session 6 The global market  
 Unit 3 Ways of wording  
 Session 7 Telecommuting Session 8 Working with regulations Session 9 Working in cyberspace  
 Unit 4 Pronunciation and review  
 Session 10 Pronunciation Session 11 Review Session 12 Communicative activities  
 Answers  
 Module 2 The Customer  
 Unit 1 Customer service  
 Session 1 Planning improvements to customer service Session 2 Formulating customer service policy  
 Session 3 Briefing staff about customer policy  
 Unit 2 Customer feedback  
 Session 4 Finding out what customers think - 1 Face-to-face interviews  
 Session 5 Finding out what customers think - 2 On the telephone Session 6 Finding out what customers think - 3 Written questionnaires  
 Unit 3 Total Quality Management  
 Session 7 What is Total Quality Management  
 Session 8 Who is involved in Total Quality Management? Session 9 How is Total Quality Management Managed?  
 Unit 4 Pronunciation and review  
 Session 10 Pronunciation Session 11 Review Session 12 Communicative activities  
 Answers  
 Module 3 Finance  
 Module 4 A new product  
 Transcript  
 Self-Assessment  
 Glossary  
 Acknowledgements

## 章节摘录

插图：We do have a lot of expressions in English like 'please' or 'I'm sorry to trouble you but ' or 'Would you mind terribly ' or 'I'm afraid'. Erm, I think a lot of this is to do with the fact that in English, if I'm talking to you, I'm talking to you. I've only got the one form, you, whether it's 'you' singular and I know you very well, whether it's 'you' and I'm talking to my dog, or whether it's you and I'm talking to the King or Queen. We don't actually, we don't, we don't have the ability that you have in so many languages to show respect with an alternative form of 'you'. So we overplay the 'please', we overplay the 'thank you', which might seem almost obsequious to other people. I stood in a shop recently and I watched somebody a lady in a chemist's shop buying some eau de toilette, and apart from saying 'please' about a dozen times, as it was being wrapped up, she actually said 'thank you' 25 times. Well, for a Spaniard, or for many other people, that's a little bit over the top, as we'd say.

<<环球商务英语>>

编辑推荐

《环球商务英语(套装共2册)》是由中央广播电视大学出版社出版的。

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>