

<<商务英语高级教程>>

图书基本信息

书名：<<商务英语高级教程>>

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内容概要

《商贸英语高级教程1》内容简介：本系列教材为引进改编教材，原系列教材是非常成熟的商务英语系列教材，改编后可适应我国高校教学的需要。

该系列教材语言素材真实，相关教学和学习资源配套完整。

共4级，每一级都有学生用书、练习册、教师用书、试题库和录音带，此外配有教学录像，并提供网站支持。

另外还编有《国际管理》、《商法》、《银行与金融》和《商务英语语法与用法》。

本系列教材话题紧跟国际经济发展形势，循序渐进地训练学生用英语进行调研分析、归纳总结和使用正确语体作书面或口头表述的能力。

既可以帮助在校生了解真实的商务环境和话题，学习地道的商务英语；也可以帮助从事各种经济活动的商务人员通过语言技能综合训，较快地提高语言能力。

可作为英语专业商务英语方向基础阶段课程教材，也可作为在职人员进修商务英语高级课程教材或社会培训之用。

书籍目录

UNIT ONE Text The Introduction of Economics Further Reading People Respond to Incentives
UNIT TWO Text Thinking Like an Economist Further Reading Why Economists Disagree
UNIT THREE Text What Is a Market? Further Reading Market Price in Competitive and Non-competitive Market
UNIT FOUR Text Speculators and Markets Further Reading Speculators and Markets
UNIT FIVE Text The Development of China's Service Sector Further Reading Problems in China's Service Sector
UNIT SIX Text The Management Functions Further Reading Controlling
UNIT SEVEN Text Marketing: General Mills Introduces a New Product Further Reading Consumer Preferences
UNIT EIGHT Text Why Business Smarts Are Investing Smarts Further Reading Investments That Pay Today — and Tomorrow
UNIT NINE Text Making More Money at Work — CNN's Gerri Willis Offers Five Tips on How to Fatten Your Paycheck Further Reading Your Portfolio: 4 Moves for 2006 — Don't Guess Whether the Big Risk Is Inflation or Recession. Be Ready for Both
UNIT TEN Text The Value of Information Further Reading The Value of Information in the Dairy Industry
UNIT ELEVEN Text Information and Consultation Further Reading More Emphasis on Process
UNIT TWELVE Text Employee Relations: Motivation and Morale Further Reading Needs of Workers
UNIT THIRTEEN Text The World after Textile Quotas Further Reading U.S. Officials Hail Textile Agreement with China
UNIT FOURTEEN Text Evolution of the Payments System Further Reading Money in the U.S. Economy
UNIT FIFTEEN Text What Is the Dow Jones Industrial Average , Anyway? Further Reading Equity Securities: Common Stock

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