

<<国际商务英语泛读（上册）>>

图书基本信息

书名：<<国际商务英语泛读（上册）>>

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前言

三十年的改革开放已经使中国成为经济全球化的受益者，中国已成为对外贸易增长最快的国家之一。

自2002年以来，我国的对外贸易连续七年保持两成以上的高速增长态势。

2008年外贸额达到25616亿美元，居全球第三位。

据世界银行预测：到2020年，中国有望成为居美国之后的世界第二大贸易国，并带动世界贸易的增长。

对外贸易的快速发展必然对国际商务人才产生巨大的需求。

高等职业教育体系中的国际商务专业教学，是使该专业的学生能够在外经贸企业、外资企业、外贸管理等部门从事外贸销售、外贸制单、外贸跟单、进出口货物报关、报检、涉外商务代理、货运代理、船务代理、涉外商务谈判、咨询、商务文秘和其他涉外商贸服务和管理工作。

在知识结构、能力结构等方面，要求掌握基本的贸易政策、法规和国际惯例，能够具体运作国际商务中各个业务环节，并具有扎实的外语基础和应用能力。

由于国际商务专业具有明显的技能型特点，因此，在教学内容与手段上强调应用性和实践性。

应用型本科和高职高专院校的国际商务专业教学应以就业为导向，以培养高技能人才为目标，满足社会发展和经济建设的需要。

在以就业为导向方面，目前我国已由相关部门推出了外销员、国际商务师，以及报关员、单证员、跟单员、货运代理、报检员等职业从（执）业考试制度。

明确的职业准入制度以及职位岗位能力要求，使得国际商务专业的教学有了与就业需求对接的“接口”，可以缩短学生毕业以后的职业“磨合”期。

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内容概要

本书作者经过与一些长期在外经贸领域第一线工作的外经贸业务人员及大型商务企业如“联想”等资深培训专家的不断探讨以及对商务英语专业的学生应具备的人才素质的缜密调研，编写了当前国际商务领域的经济活动中、贸易壁垒等环境下关于市场营销战略、销售技巧、电子商务、商务管理的功能、管理的风格、有效的团队建设，形象标识的设计等内容。

本书很好地将国际商务英语泛读课程与国际商务领域对国际商务英语人才素质的要求紧密衔接，使本教材具有很强的通用性与实用性。

本教材适合高职高专院校国际商务专业、大学英语专业、商务英语专业、报关与货运代理专业等师生使用，也可供企业开展专业英语知识培训使用。

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章节摘录

When consumers decide on a purchase, price is one of the most influential factors. How much is it? is often the first question a consumer will ask. He may be attracted by the functions, or quality of a product, but will probably turn away if he feels the price is unreasonably high or he cannot afford it. Ironically, low price strategy may not always work. First, lowered prices mean less or no profits. Besides, too low a price may make a customer hesitate because he may be suspicious of the quality of the product. Therefore, product pricing should be fully integrated into the overall marketing strategy. When you ask some consumers Who sets the price?, many would answer with no hesitation, Of course the seller sets the price. But actually, many forces interact in price setting. First of all, in a market economy, buyers play a greater role in price setting than most people believe. If the sellers are given the liberty of setting prices at their will, they will certainly charge the highest price possible, but that will scare away most, if not all, of the buyers. As a result, the sellers will have to cut the price to the point that it is high enough for them to make a profit but low enough to attract a sufficient number of buyers. So, by buying or not buying a product the buyers can exercise great influence on the price setting process. Secondly, supply and demand also interact in price setting in a market economy. When the supply of a product exceeds the demand for it, the price will go down, and vice versa. According to the economic theory of supply and demand, price is set where supply meets demand, and this price is referred to as the equilibrium price.

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