

<<会展英语>>

图书基本信息

书名：<<会展英语>>

13位ISBN编号：9787309079661

10位ISBN编号：7309079663

出版时间：2011-10

出版时间：复旦大学出版社

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页数：220

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内容概要

《复旦卓越高职高专英语教材：会展英语》随着中国社会经济的飞速发展，中国会展业以年均近20%的速度递增。

作为一种新的经济现象和经济发展增长点，“会展经济”已经引起了社会的广泛重视。

在中国，会展经济属于朝阳产业，孕育着巨大的生机和潜力。

会展业对人才的需求日益增长，对从业人员的要求也逐渐提高，不仅要求从业人员具备贸易、管理、法律法规等方面的知识和解决问题的能力，还要求他们具备较强的语言能力，包括外语的运用和沟通能力。

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书籍目录

Unit 1 开闭幕式 Unit 2 商业赞助 Unit 3 招展招商 Unit 4 预订展台 Unit 5 就展位议价 Unit 6 展会服务 Unit 7 客户调查 Unit 8 展后物流 Unit 9 会后旅游 Unit 10 展会评价 Key to Exercises Audio Scripts

章节摘录

At the mention of sponsorship , many people immediately think of donations , public welfare and charity. In fact , this is a misunderstanding of the concept of sponsorship. What is sponsorship? The first definition of sponsorship is made by Meenaghan. He said in 1983 : “ Sponsorship is that a commercial institution wants to achieve some kind of commercial purposes to provide financial or charitable support of the activities. ” This definition of sponsorship has been widely recognized in the early study. Corporate sponsorship is a win-win investment business activity which is an in-depth resource for docking and cooperation between the host and the sponsor. Enterprises sponsor a social activity or sporting events through cash , objects , manpower , technical and other ways to obtain the title , the organizers , CO-designated products , rights and interests. And then they build a platform as a fulcrum to conduct a series of marketing campaigns. The aim is to achieve good social effects and economic efficiency , enhance corporate brand awareness and reputation and create good survival and development environment for enterprises.

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