

<<商务英语阅读>>

图书基本信息

书名：<<商务英语阅读>>

13位ISBN编号：9787313059505

10位ISBN编号：7313059507

出版时间：2009-9

出版时间：上海交通大学出版社

作者：谢文怡 编

页数：247

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前言

改革开放30年来，特别是我国加入世界贸易组织8年来，国际商务领域发生了翻天覆地的变化。以国际贸易为例，1978年中国的进出口总额为206亿美元，而2007年我国的进出口总额已达21738亿美元。

经济社会迅速发展的形势要求高等院校培养出一大批具有坚实的英语语言基础和熟练的听、说、读、写、译等能力，熟悉和掌握国际贸易基本理论、基础知识和基本技能，了解国际惯例及我国对外经济贸易的方针政策及法规，能从事国际商务活动、胜任涉外企业相应岗位的各类复合型人才。

为顺应国际商务领域对复合型商务英语人才的需求，2005年上海市教委批准上海对外贸易学院主考高等教育自学考试商务英语专业（独立本科段）。

该专业于2005年10月开考以来，报考课程已迅速上升到近3千门次，报考人数超过千人，呈现出良好的发展趋势。

2006年以来国家教育部先后批准对外经济贸易大学、上海对外贸易学院和广东外语外贸大学试办商务英语本科专业。

这标志着我国的商务英语教学跃上了新的层次。

何为商务英语？

我们认为商务英语的内涵和外延应该随着商务领域的变化而变化。

改革开放以来中国的国际商务环境发生了巨大的变化。

以国际贸易为例，贸易事业的运行对象、政策领域、体制环境、管理方式和运行平台等方面已经发生了重大变化：一是贸易的运行对象已经从传统的货物贸易向包括货物贸易、服务贸易和知识贸易在内的“大贸易”拓展；二是贸易政策涉及的范围已经从过去单纯的贸易政策领域向与贸易有关的领域延伸；三是贸易的体制环境已经从计划经济条件下封闭的国内贸易体制环境向社会主义市场经济条件下开放的全球多边贸易体制环境转型；四是国家对贸易的管理方式已经从传统的内外贸分割管理向内外贸一体化管理的方向转变；五是贸易运行平台已经从传统的贸易运行平台转向数字化、信息化和网络化的贸易运行平台。

本教材力图反映国际商务领域的最新发展。

在新形势下，“国际贸易就是跨境商品买卖”这一传统定义已经难以涵盖当前国际贸易活动的丰富内涵。

人们开始把任何为了满足个人和机构需要而进行的跨境商业交易称之为国际商务。

具体地说，国际商务包括商品、资本、服务、人员和技术的国际流通，知识产权（包括专利、商标、技术、版权等）的跨境交易，实物资产和金融资产投资，用于当地销售或出口的来料加工或组装，跨国的采购和零售，在国外设立仓储和分销系统等。

由此可见，国际商务的内涵十分丰富。

它包括国际贸易和外国直接投资以及与国际贸易和外国直接投资有关的方方面面。

就所涉及的领域而言，国际商务涉及了跨文化交际、国际营销、国际金融、国际会计、国际审计、国际税收、国际结算、跨国公司、对外直接投资、人力资源管理、国际物流、知识产权、电子商务和贸易法律等领域。

就所涉及的行业而言，国际商务不仅包括国际贸易和国际投资，还包括物流、旅游、银行、广告、零售、批发、保险、教育、电信、航空、海运、咨询、会计和法律服务等行业。

我们认为在上述环境下使用的英语都应纳入商务英语的范畴。

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内容概要

《商务英语阅读》共分16个单元，每个单元有Reading A、Reading B和Reading C三篇文章，每篇文章有三个部分：词汇、注释和练习。

词汇部分主要由生词、词组和专业术语组成；注释部分对文章中出现的难度较大的句子和表达方式以重要背景知识作了比较详细的讲解；练习部分提供了形式多样的练习。

每单元围绕一个主题，课文和练习都与主题密切相关。

在每个单元之后设计了单元测验。

书后提供了所有练习和单元测验的答案。

《商务英语阅读》可供高等院校、高职、高专商务英语专业以及对外贸易、财政金融、工商管理等专业的大学生使用，还可以用作经贸部门、外贸公司、涉外企业的培训教材，以及广大商务工作者的自学参考书。

书籍目录

Unit 1 Education 教育 Reading A Boy Genius Reading B I Remember Alan Reading C But Can You Teach It? A Unit Test

Unit 2 Making Money 创造财富 Reading A New Ways to Make a Bundle Reading B Don't Pay These Hidden Fees Reading C Making Dollars from Senses A Unit Test

Unit 3 Career 职场人生 Reading A You're Hired! Reading B I Was Fired! Reading C Love Hurts A Unit Test

Unit 4 Success 创业 Reading A The Secret of Success Reading B Don't Quit Your Day Job Reading C How Much Risk Can You Take? A Unit Test

Unit 5 Management 经营管理 Reading A Get Engaged Reading B Dell Learns to Listen Reading C Four Big Career Mistakes and How to Avoid Them A Unit Test

Unit 6 Efficiency 效率 Reading A A New Way to Get People to Pay Reading B Life in Slow Motion Reading C Efficiency vs. Effectiveness A Unit Test

Unit 7 Human Resources 人力资源 Reading A The Battle for Brainpower Reading B How Long Will You Live? Reading C The Coming Battle for Immigrants A Unit Test

Unit 8 Leadership 领导艺术 Reading A Practices by Effective Executives (I) Reading B Practices by Effective Executives (II) Reading C The Clear Leader A Unit Test

Unit 9 Competition 竞争 Reading A The Monster Dilemma Reading B Was a Strike Inevitable? Reading C They Will Manage for Food A Unit Test

Unit 10 Finance 股市沉浮 Reading A You Can Make a Million Reading B Mind over Money Reading C Feelings Hurt A Unit Test

Unit 11 Economic Crisis 经济危机 Reading A The Coming Storm Reading B New Thinking for a New Financial Order Reading C Economic Crisis: Predicted and Predictable A Unit Test

Unit 12 Time 时间投资 Reading A The Most Important Resource Reading B Please Don't Make Me Go on Vacation Reading C Commuter Pursuits A Unit Test

Unit 13 Environment Protection 环境保护 Reading A Eco-towns Are the Greatest Try-on in the History of Property Speculation (185) Reading B An Inconvenient Bag Reading C Bag Lady A Unit Test

Unit 14 Advertising 广告 Reading A When Is a Click Not a Click? Reading B The Top 5 Rules of the Ad Game Reading C Tuning out TV A Unit Test

Unit 15 Pleasure and Happiness 快乐幸福 Reading A How to Mix Pleasure with Business Reading B Money and Happiness () Reading C Money and Happiness () A Unit Test

Unit 16 Network 网络 Reading A The Power of Suggestion Reading B Dawn of the Digital Natives Reading C Upgrade Madness A Unit Test

Key to Exercises

章节摘录

When Albert Einstein arrived in America at age 54, pulling into New York harbor on the ocean liner Westernland on October 17, 1933, an official greeting committee was waiting for him. Einstein and his entourage, however, were nowhere to be found. Abraham Flexner, director of the Institute for Advanced Study in Princeton, New Jersey, was obsessed with shielding his celebrity professor from publicity. So he'd sent a tugboat to spirit the great man away from the Westernland as soon as it cleared quarantine. His hair poking out from a wide-brimmed black hat, Einstein surreptitiously disembarked onto the tug, which ferried him and his party to lower Manhattan, where a ear would whisk them to Princeton. "All Dr. Einstein wants is to be left in peace and quiet," Flexner told reporters. Actually, Einstein also wanted a newspaper and ice cream cone. As soon as he checked into Princeton's Peacock Inn, he walked over to a newsstand, bought a newspaper and chuckled at the headlines about his mysterious whereabouts. Then he entered a local ice cream parlor and ordered a cone. The waitress making change for him declared, "This one goes in my memory book." Winner of the Nobel Prize in 1921 for his contribution to theoretical physics, Einstein was given an office at the institute. He was asked what equipment he needed. "A desk or table, a chair, paper and pencils," he replied. "Oh, and a large wastebasket, so I can throw away all my mistakes." He and Elsa, his wife, rented a house and settled into life in Princeton. He liked the fact that America, despite its inequalities of wealth and racial injustices, was more of a meritocracy than Europe. "What makes the new arrival devoted to this country is the democratic trait among the people," he would later marvel. "No one humbles himself before another person." The lack of stifling traditions, he notes, encouraged more of the sort of creativity he'd relished as a student in Europe, where his constant questioning of established wisdom led to the special theory of relativity, as well as the best-known equation in all of physics: $E = mc^2$. Einstein, however, was no Einstein when he was a child. Growing up in Munich, Germany, the first of two children of Hermann and Pauline Einstein, he was slow in learning how to talk. "My parents were so worried," he recalled, "that they consulted a doctor." Even when he began using words after age two, he developed a quirk that prompted his nursemaid to dub him the doozy one. "Every sentence he uttered, no matter how routine," recalled his younger sister, Maja, "he repeated to himself softly, moving his lips." His slow development was combined with a cheeky rebelliousness toward authority, which led one German schoolmaster to send him packing. Another declared that Einstein would never amount to much. "When I ask myself how it happened that I discovered the relativity theory, it seemed to lie in the following circumstance," Einstein later explained. "The ordinary adult never bothers his head about the problems of space and time only when I was already grown up. I probed more deeply into the problem than an ordinary child would have." Encouraged by his genial father, who ran a family business, and his music-loving mother, Einstein spent hours working on puzzles and building towers with boys. "Persistence and tenacity were part of his character," his sister remarked. Once, when Einstein was sick in bed as a preschooler, his father brought him a compass. Einstein later remembered being so excited as he examined its mysterious powers that he trembled and grew old. The magnetic needle behaved as if influenced by a hidden force field, rather than through a mechanical method of touch or contact. "Something deeply hidden had to be behind things," he said. He marveled at magnetic fields, gravity, inertia and light beams. He retained the ability to hold two thoughts in his mind simultaneously, to be puzzled when they conflicted and to delight when he saw an underlying unity. "People like you and me never grow old," he wrote a friend years later, when never cease to stand like curious children before the great mystery into which we were born. Contrary to widespread belief, Einstein excelled at math. By the age of 13, "he already had a predilection for solving problems in applied arithmetic," his sister recalled. An uncle, Jakob Einstein, an engineer, introduced him to the joys of algebra, calling it a "merry science," and whenever Einstein triumphed, he "was overcome with happiness." At age 15, Einstein left Germany for northern Italy, where his parents relocated their business, and at 16, he wrote his first essay on theoretical physics. Einstein's discovery of special relativity, after he graduated from the Zurich Polytechnic in 1900, involved an intuition based on intellectual as well as personal experience. He developed the theory starting in 1905, after taking a job at the Swiss patent office. But his theory was not fully accepted until 1919, when observations

made during a solar eclipse confirmed his prediction of how much the gravity of the sun would bend light beams. "Lights All Askew in the Heavens," The New York Times headlined. "Men of Science More or Less Agog Over Results of Eclipse Observations. Einstein Theory Triumphs." At age 40, 1919, Einstein was suddenly world-famous. He was also married to Elsa, his second wife, and was the father of two sons from his first marriage. By spring 1921, his exploding global fame led to a grand two-month procession through parts of the United States, evoking mass frenzy. The world had never seen such a scientific celebrity superstar. Dozens of reporters and cameramen rushed aboard his ship. "I can't do that," Einstein protested when told he should lead a press conference. "It's like undressing in public." But he could, and he did. After posing for pictures, he held a press briefing with all the wit and charm of a big-city mayor. When a reporter asked for one-sentence description of the theory of relativity, Einstein replied, "All my life I have been trying to get it in one sentence!" But he gave a simple overview: "It's a theory of space and time as far as physics is concerned which leads to a theory of gravitation." A reporter asked Elsa if she understood relativity. "Oh, no," she replied. "It is not necessary to my happiness." Later that week, some 10,000 spectators gathered outside the city hall to hear speeches. Einstein got a "tumultuous greeting." As he left, "he was lifted to the shoulders of his colleagues in the automobile," New York Evening Post reported, "which passed through a roar of cheering voices." On April 25, Einstein paid a visit to the White House to meet with President Warren G. Harding. Afterward he attended a reception at the National Academy of Sciences, where he listened to long, boring speeches. As the evening droned on, he turned to a Dutch diplomat and said, "I've just developed a new theory of eternity." In Hartford, Connecticut, 15,000 spectators lined his parade route. In Cleveland, several thousand thronged the Union train depot, and a cadre of Jewish war veterans in uniform led a parade of 200 honking horns. Einstein loved America, appreciating that its bursts of exuberance were the result of freedom and individualism. In March 1933, with Hitler in power in Germany, Einstein realized he could no longer live in Europe. By that fall, he'd settled in Princeton, and by 1940, he was a naturalized citizen, proud to call himself an American. His first Halloween living in this country, Einstein disarmed some astonished trick-or-treaters by serenading them at the door with his violin. At Christmas, when members of a local church came by to sing carols, he stepped outside, borrowed a violin and merrily accompanied them. Einstein soon acquired an image, which grew into a near legend, of being a kindly professor, distracted at times but unfailingly sweet, who rarely combed his hair or wore socks. "I've reached an age when, if somebody tells me to wear socks, I don't have to," he told some local children. He had also adapted to the role Elsa played, that of a wife who could be both doing and demanding. He gave in to her nagging that he smoked too much, and on Thanksgiving bet her that he would be able to abstain from his pipe until the New Year. When she boasted of this to friends, Einstein grumbled, "I am no longer a slave to my pipe, but I am a slave to that woman." He kept his word, but "he got up at daylight on New Year's morning, and he hasn't had his pipe out of his mouth except to eat and sleep," Elsa reported. The greatest source of friction for him came from Flexner's desire to protect him from publicity. Einstein once sent a letter with his return address as "Concentration Camp, Princeton." He proposed ending his relationship with the institute if the meddling continued. Finally Einstein won his battle. Every day he'd shuffle freely from his house on Mercer Street to his office. He once helped a 15-year-old student, Henry Rosso, with a journalism class. Rosso's teacher had offered a top grade to anyone scoring an interview with the scientist, so Rosso showed up at the Einstein home, only to be rebuffed at the door. The milkman gave him a tip. Einstein walked a certain route each morning at 9.30. Rosso snuck out of school and accosted him. But the student, flummoxed, didn't know what to ask. So Einstein suggested questions about math. "I discovered that nature was constructed in a wonderful way, and our task is to find out (its) mathematical structure," Einstein explained about his own education. "It is a kind of faith that helped me through my whole life." The interview earned Henry Rosso an A.

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