

<<商务英语口语>>

图书基本信息

书名：<<商务英语口语>>

13位ISBN编号：9787504556851

10位ISBN编号：7504556858

出版时间：2006-10

出版时间：中国劳动社会保障出版社

作者：毛浩然、刘茵

页数：157

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>

<<商务英语口语>>

内容概要

本书是一部关于商务英语口语训练的实用教材，全书分为初级、中级、高级三个部分，分层次地介绍了商务英语口语日常运用中的一些表达方法，具有很强的实用性，适合高校英语及经贸专业学生学习。

本书是根据《商务英语口语单项职业技能鉴定标准》编写的，供各地在商务英语口语职业能力考核、鉴定和培训时使用。

本书分为初级、中级、高级三篇。

初级部分为学习者提供了大量的语音练习，着重培养学习者准确、流畅的语音语调；以对话的形式表现商务英语中常用功能英语的词汇及表达法，培养学习者得体地运用英语进行交际的能力；并以简单易懂的听力练习进一步提高学习者的听说能力。

中级通过背景知识、对话和听力三个部分介绍在国际货物买卖合同中可能出现的问题，如商品成交前的询盘、发盘、还盘、价格、品质、包装、运输、支付方式，培养学习者熟练、准确地用英语与客户进行商务洽谈的能力。

高级部分从对话、专题讨论以及听力三个方面从更高层次介绍高级商务人员所应具备的商务英语方面的综合能力和商业理念，帮助学习者自如地运用英语完成与外商的商务合作、合同谈判、营销管理等方面的交流。

本书是专项职业能力考核培训教材，可供各类职业学校、职业培训机构在开展职业技能短期培训时使用，也可作为高等教育、自学考试商务英语专业教材。

本书由福建师范大学教材建设基金提供资助。

本书由福建师范大学外国语学院毛浩然、刘茵、赖黎群、林明金、涂晓红、余军丽编写，毛浩然、刘茵主编；由福建师范大学外国语学院院长林大津审稿。

<<商务英语口语>>

书籍目录

Part I?PRELIMINARY?初级 ?Unit 1?Business Reception?商务接待??Section A: Phonetics?语音 ??Section B: Dialogues?对话??1.1?Meeting a Guest at the Airport?在机场接客人??1.2?Meeting an Individual in the Office?在办公室接待来客??Section C: Listening?听力?Unit 2?Making Introductions?介绍 ??Section A: Phonetics?语音 ??Section B: Dialogues?对话??2.1?Introducing a Friend to Other People?将朋友介绍给其他人??2.2?Introducing Oneself?自我介绍??Section C: Listening?听力?Unit 3?Expressing Apologies and Farewells?道歉和告别??Section A: Phonetics?语音??Section B: Dialogues?对话??3.1?Talking about the Damage of Goods?谈论货物的损坏??3.2?Saying Goodbye to a Business Partner?和生意伙伴告别??Section C: Listening?听力?Unit 4?Expressing Agreement and Refusal?同意和拒绝??Section A: Phonetics?语音??Section B: Dialogues?对话??4.1?Agreeing to Attend the Party?同意参加晚会??4.2?Refusing to Visit the Factory?拒绝参观工厂??Section C: Listening?听力?Unit 5?Expressing and Responding to Thanks?感谢及其应答??Section A: Phonetics?语音??Section B: Dialogues?对话??5.1?Expressing Thanks?表示感谢??5.2?Responding to Thanks?答谢 ??Section C: Listening?听力?Unit 6?Visiting Activities?参观活动??Section A: Phonetics?语音??Section B: Dialogues?对话??6.1?Visiting the Showroom?参观展销厅 ??6.2?Visiting the Factory?参观工厂??Section C: Listening?听力?Unit 7?Making and Answering the Phones?打电话和接电话??Section A: Phonetics?语音??Section B: Dialogues?对话??7.1?Making the Phones?打电话??7.2?Answering the Phones?接电话??Section C: Listening?听力?Unit 8?Miscellaneous Activities?其他活动??Section A: Phonetics?语音??Section B: Dialogues?对话??8.1?Traveling?旅行??8.2?Shopping?购物??Section C: Listening?听力Part II?INTERMEDIATE?中级 ?Unit 1?Establishing Business Relationships and Forms of Trade?建立业务关系和贸易形式??Section A: Background?背景知识??Section B: Dialogues?对话??1.1?Establishing Business Relationships?建立业务关系??1.2?Looking for an Agent?寻求代理 ??Section C: Listening?听力?Unit 2?Inquiries and Specifications?询价和规格??Section A: Background?背景知识??Section B: Dialogues?对话??2.1?Making Inquiries?询价??2.2?Consulting Specifications?询问规格??Section C: Listening?听力?Unit 3?Offer and Counteroffer?发盘和还盘??Section A: Background?背景知识??Section B: Dialogues?对话??3.1?Making an Offer?发盘??3.2?Making a Counteroffer?还盘??Section C: Listening?听力?Unit 4?Quotation Calculation and Commission?报价计算和佣金 ??Section A: Background?背景知识??Section B: Dialogues?对话??4.1?Quoting the Unit Price?报单价??4.2?Discussing the Commission?讨论佣金??Section C: Listening?听力?Unit 5?Quality and Quantity?品质和数量??Section A: Background?背景知识??Section B: Dialogues?对话??5.1?Consulting Quality?询问产品质量??5.2?Talking about Quantity?讨论数量??Section C: Listening?听力?Unit 6?Price?价格??Section A: Background?背景知识??Section B: Dialogues?对话??6.1?Selecting Trade Terms?选择贸易术语??6.2?Negotiating Terms of Price?价格条款的洽谈??Section C: Listening?听力?Unit 7?Packing?包装??Section A: Background?背景知识??Section B: Dialogues?对话??7.1?Obtaining Information about Materials of Packing?获取包装材料信息??7.2?Confirming Terms of Package?确定包装条款??Section C: Listening?听力?Unit 8?Shipment?装运??Section A: Background?背景知识??Section B: Dialogues?对话??8.1?In.time Shipment?及时装运??8.2?Terms of Shipment?装运条款??Section C: Listening?听力?Unit 9?Insurance ()?保险 (一) ??Section A: Background?背景知识??Section B: Dialogues?对话 (89) ??9.1?The Changes of Personal Information?个人信息的变更??9.2?Talking about the Job of Insurance Agent?谈论保险代理人的工作??Section C: Listening?听力?Unit 10?Insurance ()?保险 (二) ??Section A: Background?背景知识??Section B: Dialogues?对话??10.1?The Delivery of Insurance Policy?送保单??10.2?Talking about Insurance Plan?谈论保险计划??Section C: Listening?听力Part III?SENIOR?高级 ?Unit 1?Payment?支付??Section A: Dialogues?对话??1.1?Discussing Ways of Payments?讨论支付方式??1.2?Terms of Payment?支付条款??Section B: Topic Discussion?专题讨论??Careers?职业??Section C: Listening?听力?Unit 2?Claim and Arbitration?索赔和仲裁??Section A: Dialogues?对话??2.1?Lodging the Claim?索赔??2.2?Arbitration in China?在中国仲裁??Section B: Topic Discussion?专题讨论 ??Culture?文化 ??Section C: Listening?听力?Unit 3?Letter of Credit?信用证 ??Section A: Dialogues?对话??3.1?Establishment of L/C?信用证的开立??3.2?Amendment to L/C?信用证的修改??Section B: Topic Discussion?专题讨论??Transportation?交通??Section C: Listening?听力?Unit 4?Negotiation and Contract.making?合同谈判和签订??Section A:

<<商务英语口语>>

Dialogues?对话??4.1?Negotiating Contracts?合同谈判??4.2?Signing Contracts?合同签订??Section B: Topic Discussion?专题讨论??Hobbies?爱好??Section C: Listening?听力?Unit 5?Marketing?营销??Section A: Dialogues?对话??5.1?Distribution Channels?分销渠道 ??5.2?Brand Strategy?品牌策略??Section B: Topic Discussion?专题讨论??Service?服务??Section C: Listening?听力 ?Unit 6?Public Relation?公共关系 ??Section A: Dialogues?对话??6.1?Arranging a Press Conference?安排记者招待会??6.2?Market Research?市场调研??Section B: Topic Discussion?专题讨论 ??Education?教育??Section C: Listening?听力?Unit 7?Welcome and Farewell Speech?欢迎词和欢送词??Section A: Dialogues?对话 ???7.1?At the Airport?在机场??7.2?At the Dinner?在晚宴上 ??Section B: Topic Discussion?专题讨论 ??Automobiles?汽车??Section C: Listening?听力 附录1?Tapescript and Keys?录音稿和答案 附录2?《商务英语口语》培训指导与建议主要参考文献

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>