

<<商务西班牙语入门>>

图书基本信息

书名：<<商务西班牙语入门>>

13位ISBN编号：9787509708842

10位ISBN编号：7509708842

出版时间：2009-10

出版时间：社会科学文献出版社

作者：（西）莫里纳 著

页数：247

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### 前言

Introduction to Business Spanish is directed at beginners , professionals and students, who need a basic introduction to the Spanish language in order to support or enhance their career development. Its two major objectives are : to introduce basic notions of Spanish language to those who do not have knowledge of this language; to introduce the lexis (words and terminology) that is needed for use in everyday business situations. The methodological focus developed by the authors is specifically designed to provide a structured approach for the development of the communicative competence of the learner. A number of varied activities have been prepared for the student to work through the four language abilities or linguistic skills: listening comprehension, oral comprehension, reading comprehension and written expression. There is a particular emphasis on the acquisition and development of specific purpose and general vocabulary. The authors have also provided the basic functional and grammatical frameworks that will allow students to participate in both formal and informal everyday communicative situations in the world of business.

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### 内容概要

Introduction to Business Spanish is directed at beginners , professionals and students, who need a basic introduction to the Spanish language in order to support or enhance their career development. Its two major objectives are : to introduce basic notions of Spanish language to those who do not have knowledge of this language; to introduce the lexis ( words and terminology ) that is needed for use in everyday business situations. The methodological focus developed by the authors is specifically designed to provide a structured approach for the development of the communicative competence of the learner. A number of varied activities have been prepared for the student to work through the four language abilities or linguistic skills : listening comprehension, oral comprehension, reading comprehension and written expression. There is a particular emphasis on the acquisition and development of specific purpose and general vocabulary. The authors have also provided the basic functional and grammatical frameworks that will allow students to participate in both formal and informal everyday communicative situations in the world of business.

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### 作者简介

Ma Lourdes de Miguel García , has more than twenty years teaching and training experience. She graduated in linguistics from the University of Kent, UK and she has obtained master degree in Teaching of Spanish from the University of Salamanca, Spain. She has several other postgraduate qualifications in teaching foreign languages. Her research area is based on the methodology of teaching vocabulary in a foreign language. Her most recent publication can be found at: <http://www.marcoele.com/num/1/lexicoele.php>. She is a lecturer in Spanish language in the Sydney Business School at the University of Wollongong, Australia. She teaches a range of students including those from Non-English speaking backgrounds.

José Ramón Gómez Molina Doctor in Pedagogy and Spanish Philology. He is Professor of Department of Spanish Philology at the University of Valencia, Spain. His academic interests are in Sociolinguistics and the teaching of Spanish as a first, second and foreign language. He has an extensive range of publications , available at [http://parnaseo.uv.es/posgrado/CV/Cu rriculum GÓmezMolina.pdf](http://parnaseo.uv.es/posgrado/CV/Cu%20rriculum%20GomezMolina.pdf) and <http://www.uv.es/valesco/miembros>. He has collaborated in curriculum development for the Cervantes Institute. He is currently the scientific coordinator of an important sociolinguistic Spanish language project subsidized by the Spanish Ministry of Science and Technology

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书籍目录

UNIT 1 LEARNING SPANISH Dialogue 1: (In the classroom) Greetings and introductions. Dialogue 2: (In the canteen) Informal introductions. Dialogue 3: (In an employment office) Information request. Dialogue 4: (In Madrid Airport) Formal introductions. Final Task: To elaborate a personal identification form. UNIT 2 THE COMPANY Dialogue 1: (In the Director's office) Welcome and farewell. Dialogue 2: (In the Administration Manager's office) Information request. Dialogue 3: (In the Director's office) Providing information. Dialogue 4: (In the Director's office) Work planning. Dialogue 5: (In the meeting room) Company organization and functions. Final Tasks: To elaborate a data base. Planning to open a company. To fill in a personal resume. UNIT 3 THE PRODUCT Dialogue 1 : (In the Project Manager's office) Work diary. Dialogue 2: (In Iberia Logistica central office) A job interview. Dialogue 3: (At a business dinner) Product information. Dialogue 4: (In Iberia Logistica meeting room) Promotion of the product. Final Tasks: To fill in a migration card. To prepare the presentation of a product. UNIT 4 BUSINESS RELATIONS Dialogue 1 (In a hotel in Madrid) Information about location. Dialogue 2: (In Madrid Chamber of Commerce) Reception. Meeting plan. Dialogue 3: (In a restaurant) Meal order. Commercial agreement. Dialogue 4: (In Iberia Logistica meeting room) Conditions of purchase. Final Tasks: To elaborate a company card. To reach an agreement on conditions of payment. To consolidate contents of previous tasks. EXERCISES KEY BOOK. Unit 1 Unit 2 Unit 3 Unit 4

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章节摘录

Rosa: Bueno. Ya podemos empezar. Juan: Pero primero , que le apetece tomar ?  
Una copa de vino, un licor, un refresco,... Rosa: Prefiero una copa de Jerez. Juan: Muy bien. Belen: Mire. Despues de haber un estudio de mercado, nuestra empresa quiere promocionar un programa de gesti6n administrativa muy uutil para empresas que estain ampliando su plantilla. Juan: Hemos hecho una campafia de publicidad en prensa y ahora lo vamos a promocionar en la radio y en la televisien. Que le parece ?  
Rosa: Opino que sus asesores comerciales trabajan bien. Pero antes de decidir, tengo que tratar este tema con el Director de mi empresa. Juan: Bien. Usted lo comenta con el Director. Y podemos quedar la semana pr6xima para reunimos otra vez. Rosa: Lo siento. La pr6xima semana yo estare en el extranjero. Podemos quedar la ultima semana de este mes en mi despacho. Juan: De acuerdo. Ya nos llamara usted. Aqui tiene mi tarjeta. Belen: Aqui viene el camarero con la carta. Pedimos la cena y luego continuaremos. Rosa: De acuerdo. ( A1 final de la cena, mientras toman cafe ) Belen: Tambien tenemos otra oferta para sus oficinas. Infogesti6n ha diseafiado un nuev modelo de impresora de color que no cuesta mucho y se esta vendiendo muy bien. entrego este folleto con todas las caracteristicas. Rosa: Los dos productos son muy interesantes. Opino que hay que tratar estos temas con e equipo directivo de mi empresa. Juan: Efectivamente. Lo comprendemos. Ademas, nosotros podemos bajar los precios s esfftn considerando otras ofertas. Rosa: Eso esta bien. Actualmente, la competencia es muy grande.

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