

<<商务英语阅读>>

图书基本信息

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内容概要

《中国国际贸易学会“十二五”规划教材：商务英语阅读》体现了以英语技能的培养为重点、能力与知识并重的编写原则，充分考虑学生对商务专业知识的需求，力图将英语技能和商务专业知识有机结合，是培养复合型、应用型商务英语人才的有效语言实践课教材。

教材具有以下特点：精选文章，内容体现时效性、知识性，语言具有实用性；主题广泛，信息量大，注重商务类文章的文体、语言特点的结合；教材精选了当今世界知名的英语报纸、杂志、网站和学术刊物中与经济和商务相关的文章，如《经济学家》、《纽约时报》、《华尔街日报》、《金融时报》、《商业周刊》、《时代周刊》以及学术期刊如《哈佛商业评论》等。

书籍目录

Unit One The Balance of Economic Power Supplementary Reading Nipping at Their Heels China Buys up the World
 Unit Two Rising China Bests a Shrinking Japan Supplementary Reading China Overtakes Japan as World's No.2 Economy
 Massive Population Lifts Nation's Growth
 Unit Three Is China Facing a Japanese Future? Supplementary Reading After the Earthquake : A More Open Japan? China's Eroding Advantage
 Unit Four An American Crisis of Confidence Supplementary Reading Rich Raise Consumer Spending With Little Help From Middle Class
 The Credit Crunch Has Shattered America's Neoliberal Dream
 Unit Five IMF Annual Report of 2010-Excerpt Supplementary Reading World Bank Annual Report of 2010 (Excerpt) The Hidden Risks in Emerging Markets
 Unit Six Can the Euro Survive? Supplementary Reading Europe Failed to Clear Skepticism on Crisis , IMF Says Business Leaders Cautiously Optimistic for Euro Zone
 Unit Seven Flying Too High for Safety Supplementary Reading The American Recession and the World's Emerging Economies Why We Must Stop Talking about Emerging Markets
 Unit Eight Antidumping : A Villain in International Trade Supplementary Reading EU Acts over Alleged Chinese Subsidies WTO Sides with Boeing over Airbus Subsidies
 Unit Nine Commodities : Latest Boom , Plentiful Risk Supplementary Reading Investment Strategies for a New Decade China's Commodity Buying Spree
 Unit Ten When Factories Vanish , So Can Innovators Supplementary Reading Will China's Consumers Save the World Economy? Despite China's Might , U. S. Factories Maintain Edge
 参考文献

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