

<<会展英语>>

图书基本信息

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前言

为了给刚走出校门的大学毕业生提供一种实用、专业的符合本行业特点的英语教材，在国内相关院校的支持下，经过各位编委的共同努力，我们专门编撰了这套《实用职业英语》系列丛书。它是相关专业的职前培训推荐教材，本套丛书的主旨是为他们走上工作岗位提供一套专业性强、相对较为实用的职前培训教材，通过对本套丛书的学习，有利于已经具备一定专业基础的人员在较短时间内迅速掌握本专业的英语本领，为其早日顺利地开展对外业务打下扎实的英语基本功。本套丛书第一批暂出六个分册，分别是：会展、物流、新闻、外贸、金融、法律。第二批和第三批将陆续推出，以满足不同专业读者的需要。

本套丛书具有以下几个特点： 一、实用。

本套丛书以实际应用为宗旨，简化语法点，系统介绍本专业相关的背景知识，所选的材料以提高读者的实际运用英语水平为目标，以大量的案例、票据等材料为基础编写，每册分为15-18个Unit，每个Unit又分为：Text、Notes、Background、Study四个部分； 二、职业性强。

本套丛书所编选的材料新、专业性强； 三、针对性强。

本套丛书的课文专门按专业来编写，以讲解分析专业英语为主，突出解析本学科的重点、难点、疑点问题；Question和Dialogue紧扣Text，针对性强；图文并茂；所编选的材料注重时效性、科学性和客观性。

本套丛书由胡志勇同志提出编写思想、设计编写思路、制定详尽的编写体系，并具体指导和领导了各分册的编写工作。

在编写过程中，得到了复旦大学、上海交通大学、上海外国语大学、华东师范大学、同济大学、上海财经大学等院校和上海科技文献出版社的支持和帮助。

参加本套丛书编写的人员大多是上海地区高校从事外语教学工作多年的优秀骨干，教学经验丰富，但恐于时间和水平有限，书中难免还有不妥之处，敬请英语界专家同仁和广大读者批评指正。

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内容概要

本书以最新实用的会展英语材料为基础编写，内容涉及会展产业历史、会展产业现状、会展教育、会展筹备、会展推广和展后跟进等各个方面，入选的材料注重时效性、趣味性和客观性，具有实用性强——以本专业实际运用为宗旨，职业性强、针对性强等特点。

本册共有15个单元，每一课包括Text, Notes, Background等内容，为提高学生的阅读理解能力，在课文后加注Notes，使学生掌握必要的会展英语词汇，在背景知识中结合课文，介绍相关的知识，每个单元至少有两篇趣味性强的Reading Materials，以扩大学生的阅读量，培养阅读的兴趣。

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章节摘录

So, what should today's federal, state, and local workers employers do? First, recognize that training and development are not costs but investments in the development of the employee and the success of the agency. In fact, with nearly one in four government workers scheduled to retire in the next five years, current employees are the best ones to ensure that an agency can continue meeting its mission. The Performance Assessment Network uncovered that those employees who participated in training and development opportunities provided by their employer were significantly more engaged, and significantly less unengaged than those employees who were not given training opportunities-and employee engagement leads directly to the types of behaviors desired of employees. Second, do a better job of selecting employees, ensuring a good fit in the organization. With more than one in five new state/local employees leaving voluntarily or being fired by their organization, all government agencies need to do a better job of finding the right person for the right job at the right time, the definition of "recruiting," the first of the "4 Rs of Workforce Engagement." Third, do something simple. Create mentoring programs as part of an organizational on-boarding process, select and train the mentors, match mentors with "mentees," and create incentives for both to succeed. This inexpensive program improves the productivity of new employees as well as their retention, and teaches the mentors supervisory skills that might be of benefit to an organization in the future. Fourth, make sure that front line supervisors and managers understand the importance of providing training for the short term and the long term. Remember, employees quit a boss, not a company. Fifth, realize that training doesn't have to be directly related to the day-to-day job. Giving employees time to join a not-for-profit board, paying for ongoing professional certification, even giving lessons to specific groups of employees on speaking in front of others provides job enrichment and development opportunities that will enhance that employees engagement to your organization. Sixth, help others in your organization recognize the linkage between employee engagement and decreased cost, increased customer satisfaction, and improved financial results. An academic study examining the linkages between employees, customers and financial performance found a direct link between improvements in a federal government agency's "work climate"-the satisfaction of the employees-and a significant improvement in employee productivity.

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