

<<MBA英语教程>>

图书基本信息

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内容概要

内容提要

本书是专为MBA硕士生编写的英语教程。

全书共20个单元，所用材料

选自近两年英、美等国出版的有关著作及期刊，内容包括工商管理专业所涉及到的宏观、微观经济学、金融、市场营销、国际贸易、决策、管理等方面，选文语言规范流畅，文字活泼、体裁多样。

每单元由课文、练习、精读、泛读、重点

语法专题复习、商务会话、写作指导部分组成。

本教材与所学专业内容结合

紧密，针对性强能激发学习积极性。

上述各部分的有机组合能有效提高英语

听、说、读、写等基本技能。

本教材除用作MBA英语教科书外，也可选作大学经贸、金融、管理等专业的专业英语教材，还可作为上述有关专业人士自学提高英语的学习材料。

<<MBA英语教程>>

书籍目录

Unit 1

Text: Positive Social Science

Exercises

Intensive Reading: Normative Social Science

Extensive Reading: How Social Sciences Differ from

Physical Sciences

Grammar Review: Tenses (1)

Business Dialogue: Introducing Yourself

Unit 2

Text: Utility

Exercises

Intensive Reading: The Meaning of Economics

Extensive Reading: Demand and Supply

Grammar Review: Passive Voice

Business Dialogue: Appointment

Unit 3

Text: Production

Exercises

Intensive Reading: Changes in Input and Output

Extensive Reading: The Price System

Grammar Review: Infinitives

Business Dialogue: Seeing the Showroom

Unit 4

Text: Gross National Product (GNP)

Exercises

Intensive Reading: The Classical Economists

Extensive Reading: What Is GNP?

Grammar Review: Gerunds

Business Dialogue: Purchasing

Unit 5

Text: Limited Companies in Britain

Exercises

Intensive Reading: Enterprise

Extensive Reading: Companies

Grammar Review: Participles

Business Dialogue: INVITING

Unit 6

Text: Opportunity Cost and Comparative Advantage

Exercises

Intensive Reading: Changes in Production and Consumption

Extensive Reading: Patterns and Trends in U. S.

International Trade

Grammar Review: Subjunctive

Business Dialogue: ASKING ABOUT PROBLEMS/EXPRESSING
WORRIES/REASSURING

<<MBA英语教程>>

Unit 7

Text: How to Do Case Analysis

Exercises

Intensive Reading: Case Analysis

Extensive Reading: Problem Identification in a Consumer-Products Firm

Grammar Review: Tenses (2)

Business Dialogue: MAKING SUGGESTIONS

Unit 8

Text: The Power of Routine

Exercises

Intensive Reading: Selling New Goods

Extensive Reading: An Expert Salesman

Grammar Review: Prepositions

Business Dialogue: GIVING TENTATIVE OPINIONS/ADVICE
WARNING

Unit 9

Text: Service Products

Exercises

Intensive Reading: Bases for Competition in the Marketing Services

Extensive Reading: Knowing Your Market

Grammar Review: Clauses (1)

Business Dialogue: SETTING PRIORITIES/GIVING ADVICE

Unit 10

Text: Sharing Economic Losses through Insurance

Exercises

Intensive Reading: The Risks of Investment

Extensive Reading: A Preface to an Insurance Book

Grammar Review: Clauses (2)

Business Dialogue: Plans and Intentions

Unit 11

Text: Advertising and Sales Promotion

Exercises

Intensive Reading: Developing an Advertising Campaign

Extensive Reading: Major Types of Media

Guided Writing: Sentence Structure (1)

Unit 12

Text: Product Liability Laws

Exercises

Intensive Reading: Consumerism

Extensive Reading: A Packaging Problem

Guided Writing: Sentence Structure (2)

Unit 13

Text: A Vision of Workplace 2000

Exercises

Intensive Reading: The Future of International Trade

<<MBA英语教程>>

Extensive Reading: Controlling the Quality of Customer Services at American Express

Guided Writing: Parallelism

Unit 14

Text: What Is a Decision?

Exercises

Intensive Reading: Introduction to Decision

Extensive Reading: Discover What a Decision Is

Guided Writing: What Is a Paragraph?

Unit 15

Text: Culture and Subculture

Exercises

Intensive Reading: Culture, Values, and Problem Solving Differences

Extensive Reading: Tips on Doing Business with the Arabs

Guided Writing: Unity

Unit 16

Text: Structures for Operating in Foreign Markets

Exercises

Intensive Reading: Everybody Loves a Winner - or Do They?

Extensive Reading: The International Economy

Guided Writing: Coherence from Transition Signals

Unit 17

Text: The International Monetary Fund

Exercises

Intensive Reading: How Well Is the IMF Doing?

Extensive Reading: The Development and Functions of Money

Guided Writing: Coherence from Logical Order

Unit 18

Text: Quality Obsession

Exercises

Intensive Reading: Small Company TQM

Extensive Reading: How to Start a Small Business

Guided Writing: Order of Importance

Unit 19

Text: Basic Concept of Linear Programming

Exercises

Intensive Reading: Linear Programming in Practice

Extensive Reading: Stainless Tank Company, Inc.

Guided Writing: Concrete Support

Unit 20

Text: Management and Leadership

Exercises

Intensive Reading: Universal Approaches to Leadership

Extensive Reading: Barriers to Employee Involvement

Guided Writing: Paraphrasing and Summarizing

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