

<<新编商务英语>>

图书基本信息

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### 内容概要

《新编商务英语》共分十个单元，每个单元由预习，正文及附属部分，写作和补充阅读构成。预习部分意在帮助读者了解主课文的主旨与大意；在正文之后是生词表和注释，力图减少读者的翻检之苦。

附属的练习题中包括比较完备的口语训练和案例分析；写作部分涵盖了基本的商务写作类型；补充阅读材料是相关链接，可以进一步加深对主题的理解。

《新编商务英语》后所附的词汇题答案，便于读者核对。  
总词汇表给出了生词与短语的汉语释义，以确保正确理解。

## 书籍目录

Unit One What's a Business For? Preview Text Writing Assignment Further Reading Negotiating the Spirit of the Deal  
Unit Two They're Not Employees, They're People Preview Text Writing Assignment Further Reading How to Stay Stuck in the Wrong Career  
Unit Three Finding Your Innovation Sweet Spot Preview Text Writing Assignment Further Reading A New Type of Practitioner  
Unit Four Inside Microsoft Preview Text Writing Assignment Further Reading Is Silencing Killing Your Company?  
Unit Five Pricing and the Psychology of Consumption Preview Text Writing Assignment Further Reading Is Loyalty Profitable?  
Unit Six The Hidden Challenge of Cross-border Negotiations Preview Text Writing Assignment Further Reading Negotiating Without a Net  
Unit Seven Catching the Tide Preview Text Writing Assignment Further Reading The Trouble With Banks  
Unit Eight Cyber Alert Preview Text Writing Assignment Further Reading Passage One The No-Payment Plan  
Passage Two When You Absolutely, Positively Don't Want It Stolen  
Unit Nine What Becomes an Icon Most? Preview Text Writing Assignment Further Reading Three Questions You Need to Ask About Your Brand  
Unit Ten The Trouble I've Seen Preview Text Writing Assignment Further Reading Predictable Surprises: The Disasters You Should Have Seen Coming  
Keys Glossary

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