

<<新剑桥商务英语经典教程>>

图书基本信息

书名：<<新剑桥商务英语经典教程>>

13位ISBN编号：9787560956732

10位ISBN编号：7560956734

出版时间：2009-9

出版时间：华中科技大学出版社

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页数：203

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内容概要

今年，剑桥商务英语证书（Business English Certificate，简称BEC）考试落户中国五个年头。

BEC考试自1994年起在我国各大中城市全面开展，影响逐年深入，反响巨大。

在经济全球化背景下，剑桥商务英语学习及其证书考试不仅是一种时尚，更是一种必要，是一个在日益激烈的竞争中取胜的重要砝码。

该考试从听、说、读、写四个方面对考生在一般工作环境下和商务活动中使用英语的能力进行全面考查，对成绩合格者提供由英国剑桥大学考试委员会颁发的标准统一的成绩证书。

由于该证书的权威性，其已成为在所有举办该考试的130多个国家和地区求职的“通行证”。

综观当前的图书市场，有关商务英语的教材和参考书不多，而将商务英语的系统学习和考试指导相结合的用书就更难寻觅了。

本书适时地满足了广大学习者和考生的这一需求。

命名为《新剑桥商务英语经典教程》有三个原因：一、参加本书编写的作者团队由具有丰富的商务英语教学经验和商场实战经验的大学教师、以及BEC考试辅导专家组成，在认真研究最新考试大纲的基础上，精心编写了本书；二、十个单元内容的选编涵盖了当今世界上最新的有代表性的商务素材，如美国可口可乐公司并购中国汇源案；三、每个单元都包含听、说、读、写四个方面的练习，在题型和难度上进行了严格的测试和筛选。

教学性很强，同时也适合考生循序渐进准备BEC Vantage（中级）、BEC Higher（高级）的考试。

本书适合高校外语学院、商学院、经济学院的学生和一般商务工作者学习商务英语使用，也是考生参加BEC考试的备考用书。

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章节摘录

The Success of Starbucks Because of rapid globalization over recent years, the competition around the world becomes more intense, especially for the service industry with the similar products. The most critical point for business to succeed is not only the quality of products they supply, but the atmosphere of cooperating and the amount from yield of teamwork in retail sales. The employees who always deal with customers and can realize what customers really need are first-line staff. Therefore, it turns out to be essential for companies to motivate, reward and train their employees to be the best quality personnel.

Starbucks began by three friends, Jerry Baldwin, Zev Siegl, and Gordon Bowker, who knew each other in the University of Seattle. In 1971, the first name of their store is "Starbucks Coffee, Tea, and Spice" in Seattle, Washington's Pike Place Market. Starbucks Corporation, the most famous chain of retail coffee shops in the world, mainly benefits from roasting, selling special coffee beans and various kinds of coffee or tea drinks. It owns about 4 000 branches in the whole world. Moreover, it has been one of the most rapidly growing corporations in America as well. The reasons why Starbucks is worldwide popular are not only the quality of coffee, but also its customer service and cozy environment. Starbucks establishes comfortable surroundings for people to socialize with a fair price, which attracts consumers of various ages to get into the stores. Besides, it is also noted for its satisfaction of employees. The turnover rate of employees at Starbucks was 65% and the rate of managers was 25% a year. However, the rates of other national chain retailers are 150% to 400% and 50% respectively. Compared with them, the turnover rate of Starbucks is much lower than other industries on average. As a result, Starbucks would be one of the optimal business models for cooperation and teamwork.

Teamwork can not only construct a small social structure in organization for employees to socialize, but also is a composite of various kinds of members who are equipped with different background of skill and knowledge on account of the mission. Each member plays an important role in the teamwork: therefore everyone in that team can meet their need for getting acquainted with different colleagues and learn new skill from each other. Thus the definition of teamwork is a social system including more than three people in an organization or context. These members identify others as one member of the team and they have the same goal.

The CEO of Starbucks corporation, Howard Schultz, considers that the tip of success in Starbucks is not coffee but employees, especially the cooperation among employees——teamwork.

I. Equal treatment

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