

<<当代商务英语综合教程>>

图书基本信息

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### 内容概要

是专门为高职高专商务英语专业学生精心编写的。

由著名英语专家主编，高职高专商务英语教学一线骨干教师、本科商务英语教学专家、英语语言教育专家和企业商务英语培训教师联袂编写，由外籍商务英语专家审定把关。

特点：起点、难度适当，符合高职学生的实际特点；注重语言基本功，强化听说读写译技能训练；富有时代特色，商务与语言有机的衔接；重在培养职业能力，适应商务职场的需要；配有光盘、多媒体课件及网站，方便课余巩固。

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书籍目录

Acknowledgement Bookmap Unit 1 Text A Spotlight on Copenhagen Language in Use Text B Lenovo Steps Out Onto Global Stage Unit 2 Text A A Coke and a Smile Language in Use Text B Knowing Customer Internal Feelings Builds the Bridge to High Sales Unit 3 Text A The Rich Man and the Poor Man Language in Use Text B Look up! Big Bucks in Billboards Unit 4 Text A The Power of a Blue Box Language in Use Text B China's Commercial Ties with EU Unit 5 Text A The Value of Time Language in Use Text B How Could Huawei Realize Its Great Leap Forward? Unit 6 Text A Delight Language in Use Text B How to Organize Your Business Unit 7 Text A Only Children, Finding the Middle Ground Between Lonely and Lionized Language in Use Text B Planning a Positive Cash Flow Unit 8 Text A British Pub Culture Language in Use Text B Competitive Strategy and Change Management Unit 9 Text A Home Language in Use Text B Three-point Turn Hyundai in America Unit 10 Text A My Bank Account Language in Use Text B Lessons from the Enron Scandal Unit 11 Text A Leave Your Hat On, but Lose the Jeans Language in Use Text B The Internet Changes Rules of Game Unit 12 Text A One Man Talking Language in Use Text B Franchising Pros and Cons: Is Franchising Right for You? Text A Heard on the Street Language in Use Unit 13 Text A Heard on the Street Language in Use Text B Creating a High Performance Culture - Breathe in and ou Unit 14 Text A I Know Why the Caged Bird Sing Language in Use Text B The Culture of Collaboration: Building Bridges for Success Unit 15 Text A Flowers in the Sky Language in Use Text B The Truth Behind the Tagline of KFC Unit 16 Text A Black Horse Language in Use Text B What is "Lean" about Product Development? Appendix

章节摘录

Churches and castles are almost all that remain of the original city. Copenhagen became the capital of Denmark in 1445. During the late 16th century, trade grew, and so did the city. But fires in 1728 and 1795 destroyed the old wooden structures. Much of what we see today dates from the 19th and early 20th centuries. See one of the spires up close really close at the 17th century Church of Our Saviour. Brave souls may climb the 150: stairs winding outside the spire to its top. If you're afraid of heights, or if it's a windy day, you can forget the climb. But then you'll miss the magnificent view. Once the earth is under your feet again (you'll enjoy the feeling), cross the nearest bridge to Castle Island. The curious yet majestic-looking spire ahead tops the oldest stock exchange in Europe, built in 1619. Its spire is formed from the entwined tails of three dragons. They represent Denmark, Sweden and Norway. Keep going to the Christiansborg Palace. The town of Copenhagen began here. Stop and visit the medieval castle. Parliament and the Royal Reception Chambers are open, too. Then continue to Nyhavn, a narrow waterway dug by soldiers in 1673. You'll understand why Hans Christian Andersen made this charming waterway his home. A specially-built mirror outside his apartment window allowed him to peck unseen at the world outside.

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