

<<当代商务英语听说教程 3 教师用书>>

图书基本信息

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内容概要

本书为《当代商务英语》（Contemporary Business English）听说教程第三册的教师用书。

本教材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，并由外籍商务英语专家审定把关。

本教材有以下特点：起点、难度适当，符合高职学生特点；注重语言基本功，突出听说结合训练；富有时代特色，商务与语言有机衔接；重在培养职业能力，适应商务职场需要；配有光盘、多媒体课件及网站，方便课余巩固。

书籍目录

Unit 1 First Face-to-Face Communication Unit 2 Further Communication Unit 3 Business Phone Calls Unit 4 Informative Business Presentations Unit 5 Persuasive Business Presentations Unit 6 Briefing Meetings Unit 7 Problem-Solving and Planning Meetings Unit 8 Business Negotiations-Part One Unit 9 Business Negotiations Part Two Unit 10 International Trade Negotiations Unit 11 Event Management Unit 12 Marketing Communication Unit 13 Cross-Cultural Communication Unit 14 Career Guidance Unit 15 Job Interviews--Answering Difficult Questions Unit 16 Job Interviews Answering Tricky Questions

章节摘录

(1) Whereabouts do you come from in Japan? (2) The launch of their new product was very successful
(3) Turbulence means irregular and violent movements of air or water that are caused by the wind.
(4) You should wear formal clothing on business occasions. (5) You will never have a second chance to make a good first impression.
(6) We need to develop a marketing strategy for this model.
(7) The pamphlet contains all the information of our company and products. (8) The firm is Britain ' s main producer of electronic products.
(9) I ' ve had nothing to eat since lunchtime. (10) Mary spent two weeks putting together all the sales materials. (11) I will cover three points in my talk.

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