

<<经贸英语教程>>

图书基本信息

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作者：于秋 编

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前言

《经贸英语教程》是当前培养复合型人才的重要教材之一。

我们针对复合型人才的特点和培养目标，系统地介绍、讲解经济原理和国际贸易核心理论，将语言技能水平的提高融入到专业知识的学习、运用当中来。

教材的编写原则是专业知识和语言训练并重。

即理论知识要系统、专业；语言表达要精练、易懂。

我们挑选了既是国际经济贸易领域的基础而又核心的概念理论，又是同学们日常生活确实有所接触的话题，充分考虑了学生的认知能力，激发学生学习的兴趣和热情，循序渐进，从而保证学习的效果。

全书共11章，每一章都由四个部分组成，第一、二部分是两篇课文，分别介绍基础理论。

第一篇引入话题，语言相对浅显干练，篇幅较短，其目的在于培养兴趣、引入话题，并配有理解性问答题；第二篇文章专业性相对较强、理论概念较多、篇幅相对较长，针对精读、学以致用为目的，同时也安排了多种形式的练习题，并侧重语言技能的训练；第三部分补充阅读，介绍更多更专业的相关内容，给学习者提供更为宽泛的知识和同一问题不同的视角，为检验理解程度配了虽少但有深度的问题；最后的案例分析部分是为锻炼学生实践能力而设计的。

本书所选择的内容都是与单元主题密切相关、篇幅较短、可操作性强的热门话题。

所有章节的文章都给出了生词的英文解释和术语注释（汉语详解并提供了大量的专业背景信息）。

本教材内容丰富，知识体系清晰、系统、完整，包括宏、微观经济学原理和国际贸易理论和实践。

话题涉及到经济增长、政府职能、货币、银行与投资、贸易理论、贸易环境与壁垒、国际收支、外汇、会计学等经济生活的方方面面。

在编写过程中作者参阅了英汉语的国内外相关教材，并结合自身的多年教学经验，博取众长，努力化专深为通俗，尽量为学生们打造一本融系统的经贸专业知识学习和语言技能训练于一体的复合型教材。

但由于作者能力水平有限，不足和缺点在所难免，愿同行、专家不吝赐教。

本书的出版得到了丛书编审的宝贵建议和重庆大学出版社编辑们的热心支持，在此特致以谢意。

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内容概要

《经贸英语教程》是当前培养复合型人才的重要教材之一，内容丰富，知识体系清晰、系统、完整，包括宏、微观经济学原理和国际贸易理论和实践。

全书共分为11章，第一章都由四个部分组成，第一、二部分是两篇课文，分别介绍基础理论；第三部分为补充阅读，介绍更多更专业的相关内容；最后的案例分析部分是为锻炼学生实践能力而设计的。话题涉及经济增长、政府职能、货币、贸易理论、贸易环境与壁垒、国际收支、外汇、会计学、营销学等经济生活的方方面面。

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章节摘录

Most simply put , economics is the study of how a society (people) chooses to use scarce resources to produce goods and services and to distribute them to people for consumption. Any economy's resources consist of three broad areas : natural , capital , and labor. Natural resources , such as crude oil , natural gas , minerals , timber , and water , are provided by nature in limited amounts ; they must be processed to become a product or to be used to produce other goods or services. For example , trees must be processed into lumber before they can be used to build homes. Meanwhile , capital resources refer to the goods produced for the purpose of making other types of goods and services. Some capital resources , called current assets , have a short life and are generally used up in the production process. These resources include fuel , raw materials , paper , and money. Opposite to current assets , long-lived capital resources , which can be used repeatedly in the production process , are called fixed capital. Examples include factory buildings , compact-disk machines , personal computers , and railroad cars. In addition to natural resources and capital resources , labor resources represent the human talent of a nation. To have value in the labor force , individuals must be trained to perform either skilled or semi-skilled work. For example , the job of a physicist requires extensive training , whereas only minimal training is needed to operate a service station's gas pumps. This collection of human talent is the most valuable national resource. Without human resources , productive use of either natural or capital resources is impossible. Resources are used to produce goods and services which will meet people's needs and wants. Needs are goods and services that people must have or possess simply for survival or existence. For example , food , clothing , shelter , and medical care are needs ; Wants , on the other hand , are things they would like or are willing to have but do not absolutely need for survival. Video recorders , cassettes , fashionable clothes , and luxury vacations are generally viewed as wants. Wants mostly are unlimited : According to psychological theories , people have different levels of needs and wants.

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编辑推荐

知名专家领衔，编写队伍精英荟萃。
具有系统性，注重教材之间的支撑和衔接。
具有完整性，覆盖大纲规定的所有课程类型。
具有新颖性，理念、素材和体例均大大突破传统教材。
具有开放性，可根据不同情况灵活选择。
突出对学生基本技能和实际应用能力的培养。
培养学生人文素质和跨文化意识，强调全面发展。
注重与《普通高中英语课程标准》的衔接。
适应大学英语教学基本要求，大学英语学生可选修。

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