

<<商务英语阅读>>

图书基本信息

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内容概要

《商务英语阅读》系《大学英语选修课系列教材》之一，是针对培养复合型人才的需求而编写的。
本教材主要涉及经济全球化、贸易保护、市场营销、电子商务、商务道德、跨文化商务、丁商管理等内容。

课文全部精选自世界著名专业杂志、报纸以及相关专业网站，语言标准，适合学生学习英语。

文章体裁反映了商务报刊的特点，有助于学生提高阅读能力。

所选文章紧扣商务主题，使学习者在学习英语的同时了解国际商务知识。

本教材以主题为单元，共分为9个单元，每单元有2~3篇内容相关的文章，并编写了商务小贴士。各单元编写了形式多样有针对性的练习和详细的注释，帮助学生更好地理解文章内容。

每章附有与主题相关的图片，引导学生进入一个直观的商务环境中学习。

本教材适用于中等及以上英语水平的大学生，也可作为商务专业学生的泛读教材，也可供从事国际商务经贸工作的人员参考使用。

书籍目录

Unit One Globalization of Economy 1 1 Reading for Background Information 1 2 Reading for Understanding 1
The Perils of More Globalization 2 3 Reading for Communicative Tasks 10 4 Reading for More Information 17
Unit Two Trade Protectionism 18 1 Reading for Background Information 18 2 Reading for Understanding 18
Obama's Tire Tariff Draws Beijing's Ire 19 China Expresses Deep Concern over U. S. Trade Protectionism 21
3 Reading for Communicative Tasks 29 4 Reading for More Information 29 China Irks U.S. with
Computer Security Rules 29 5 Reading for Business Tips 34 Introduction to Trade Barriers 34
Unit Three Marketing 36 1 Reading for Background Information 36 2 Reading for Understanding 36 Dialing Into
Mobile Marketing 36 3 Reading for Communicative Tasks 45 4 Reading for More Information 46 Pulling the
Trigger on Trigger Marketing 46 Reading for Business Tips 51 Developing Your Marketing Mix 51
Unit Four E-Commerce 53 1 Reading for Background Information 53 2 Reading for Understanding 53 E-Commerce
Companies Must Globalize to Thrive 54 3 Reading for Communicative Tasks 64 4 Reading for More
Information 64 Why E-Business Is Now Everyone's Business 64 5 Reading for Business Tips 70 E-Commerce
Tips for Small Businesses 70
Unit Five Business Ethics 72 1 Reading for Background Information 72 2 Reading for Understanding 72
Just Good Business 73 3 Reading for Communicative Tasks 82 4 Reading for More
Information 82 Ethics Must Be Global, Not Local 82 5 Reading for Business Tips 86 Building Self-discipline
86
Unit Six Entrepreneurship 89 1 Reading for Background Information 89 2 Reading for Understanding 89
Magic Formula 90 3 Reading for Communicative Tasks 100 4 Reading for More Information 101 The
More the Merrier 101 5 Reading for Business Tips 107 Top 5 tips to Become a Productive Student Entrepreneur
107
Unit Seven Banking 109 1 Reading for Background Information 109 2 Reading for Understanding 109
Bank Closings Top 100 for Year: Most Failures Since 1992 110 3 Reading for Communicative Tasks 119 4
Reading for More Information 120 A Special Report on International Banking 120 Reading for Business Tips
124 Finance Investment —— Safe Internet Banking 124
Unit Eight Cross-Cultural Business 126 1 Reading for
Background Information 126 2 Reading for Understanding 127 The Strategy for Managing Across Cultures
127 3 Reading for Communicative Tasks 139 4 Reading for More Information 140 Cross-Cultural
Differences 140 5 Reading for Business Tips 145 Ten Key Factors for MNC Success 145
Unit Nine Management and Administration 146 1 Reading for Background Information 146 2 Reading for Understanding 146
Forms of Business Organization 147 3 Reading for Communicative Tasks 155 4 Reading for More Information 155
The Best Leadership Is Good Management 155 5 Reading for Business Tips 159
Styles of Leadership 159
Reference Key for Exercises 160

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