

<<商务英语阅读>>

图书基本信息

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作者：王晓光，林伟 主编

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内容概要

本教材的文章均选自当代西方经济、管理及国际商务类刊物和有影响的网站，内容新颖，时代感强，信息量大，课文涉及经济、工商管理、金融、贸易等各个方面。

全书共十六单元，每单元的第一部分简要地进行理论介绍，旨在通过阅读这些课文，学生可以丰富他们的经管类知识，从而提高用英语思考、分析和阐述各种经济管理现象、理论观点的语言能力。

第二部分为实践篇，课文内容大多为公司运营的主要环节及做法等。

其目的是帮助学生将理论与商务实践活动结合起来，从而提高运用能力。

为了帮助学生更好地学习，本教材还提供了汉语注释。

每单元后均提供了形式多样的练习题，以启发和帮助学生从文章的组织结构进行逻辑分析，正确理解课文，进一步扩大词汇量。

本教材适用面广，可作为大学低年级和继续教育学院学生使用。

书籍目录

Unit 1 Market and Market Economy Unit 2 Business Sectors and Industries Unit 3 Companies Unit 4 Corporate Social Responsibility Unit 5 Managing People Unit 6 Jobs and Career Unit 7 Sales Unit 8 International Business Unit 9 Banking Unit 10 Foreign Exchange Unit 11 Business Environment Unit 12 Company Accounts Unit 13 Information Technology and Electronic Commerce Unit 14 Innovation Unit 15 Investment Unit 16 Business Ethics

章节摘录

Millions find it hard today to identify with dead white European males, and 20th century warfare has made it almost impossible to use war leaders of the past as role models for the present. Yet leaders and heroes are still needed, and Nelson's character, and his preparation for the Nile adventure, still make him an example for everyone, black or white, male or female, British or otherwise. The reason lies less in what he did, more in how he did it.

Even in the toughest boardroom battle, very few people today have to carry the level of responsibility Nelson bore in 1798. Yet the way he bore it could have come from a modern textbook : —— developing teamwork with defined roles and close personal relationships —— allowing the expression of different ideas —— providing clear, shared and understandable goals —— permitting participation in decision-making —— encouraging initiative —— promoting a sense of ownership and commitment All today are at least recognized as valuable, and all were present in his conduct of the campaign. If he had had time to write books, he could have advanced management theory by two centuries. In 1798, he faced something which management-speak would call "a challenge". The word seems hopelessly inadequate. With continental Europe controlled by revolutionary France, the Royal navy had been forced to leave the Mediterranean. In Toulon, the French were preparing a colossal fleet and army ——17 major warships with more than 300 troop ships. Nelson was selected to find it and, if possible, defeat it. He was only 39 years old and had never commanded a fleet before, yet in London his task was seen as crucial to all Europe's destiny.

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