

图书基本信息

书名：<<大学核心商务英语读写教程1辅导用书>>

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作者：王正元，等编

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内容概要

《大学核心商务英语系列教材：大学核心商务英语读写教程1辅导用书》的编写依据，近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。

高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

编写理念：我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

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章节摘录

A multinational corporation (MNC) , also called a trans-national co-operation (TNC) or multinational enterprise (MNE) , is a corporation or an enterprise that manages production or delivers services in more than one country. It can also be referred to as an international corporation. The International Labor Organization (ILO) has defined an MNC as a corporation that has its management headquarters in one country , known as the home country , and operates in several other countries , known as host countries.

The Dutch East India Company was the first multinational corporation in the world and the first company to issue stock. It was also arguably the world's first megacorporation , possessing quasi-governmental powers , including the ability to wage war , negotiate treaties , coin money , and establish colonies. The first modern multinational corporation is generally thought to be the East India Company. Many corporations have offices , branches or manufacturing plants in different countries from where their original and main headquarters are located. Some multinational corporations are very big , with budgets that exceed some nations' GDPs. Multinational corporations can have a powerful influence on local economies , and even the world economy , and play an important role in international relations and globalization.

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