

图书基本信息

书名：<<大学核心商务英语剧场-视听说教程-4-含光盘>>

13位ISBN编号：9787566301604

10位ISBN编号：7566301608

出版时间：2011-8

出版时间：对外经贸大学出版社

作者：姜炼，王金阳 主编

页数：114

字数：180000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

内容概要

《大学核心商务英语系列教材·大学核心商务英语剧场：视听说教程4》内容选择本着适应“就业、工作、生存、发展”的原则，选择学生关心的话题，教材文本内容具有鲜明的实用性、时代性、兴趣性。

本套教材语言鲜活，语境生动，音频视频标准，包括college life, looking for a job, working with others, meeting customers, office work, franchising, pricing & terms of payment, business interview, tech-transfer, business trip等120余个话题，可以有效地培养学生从业、生活的交际能力。学生可以身临其境，体验学习的轻松与快乐。

书籍目录

Unit 1 CEO Interview

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 2 Do You Want to Be an Online Trader

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 3 Joint Venture

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 4 Branding Strategy

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 5 Trade Show

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 6 Mergers and Acquisitions

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 7 Stock Market

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 8 Electronic Finance

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 9 Knowing Inflation

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Unit 10 New Year Cocktail Party

Program Introduction

.Pre-listening Exercises

.Listening Exercises

.Speaking Exercises

.Online Testing

Audio/Video Scripts

Unit 1 CEO Interview

Unit 2 Do you want to be an online trader

Unit 3 Joint Venture

Unit 4 Branding Strategy

Unit 5 Trade Show

Unit 6 Mergers and Acquisitions

Unit 7 Stock Market

Unit 8 Electronic Finance

Unit 9 Knowing Inflation

Unit 10 New Year Cocktail Party

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>