

<<国际经贸文章选读>>

图书基本信息

书名：<<国际经贸文章选读>>

13位ISBN编号：9787566303127

10位ISBN编号：7566303120

出版时间：2012-6

出版时间：对外经贸大学出版社

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页数：268

字数：352000

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内容概要

许群航编著的《国际经贸文章选读(全国应用型本科商务英语系列规划教材)》立足于把国际经贸知识与经贸活动中发生的最新事件相结合。

教材集经贸知识与实际案例或事件于一体,既注重英语阅读的操练,又注入阅读的乐趣。

以国际经贸知识为连线,透过最新的国际经贸案例或事件,使专业知识和信息得以具体展现。

全书涵盖国际经贸的宏观和微观视点,以强大的信息量突出教材的专业性和实用性。

全书按照一学期的教学量设计,内容包括18课。

书籍目录

- Lesson 1 The World Economy: Three-way Split
Supplementary Material: Comparing Countries: The Rich, the Poor and Bulgaria
- Lesson 2 The State of World Trade
Supplementary Material: Apple V Google——The Mobile War
- Lesson 3 Trade and Innovation
Supplementary Material: Can James Gorman Make Morgan Stanley Great Again? (I)
- Lesson 4 Prospects for Regional Free Trade in Asia
Supplementary Material: US Calls for More Free Trade in Asia
- Lesson 5 Imports: Improving Productivity and Competitiveness
Supplementary Material: How Will Disaster Affect Japan's Economy?
- Lesson 6 Fair Trade
Supplementary Material: US May OK Hi-tech Exports to China
- Lesson 7 OECD
Supplementary Material: Lesso from Iceland: Coming in from the Cold
- Lesson 8 What Can Trade Policy Contribute to Resolving the Economic Crisis?
Supplementary Material: Tariff Barrie
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Supplementary Material: Can James Gorman Make Morgan Stanley Great Again? (11)
- Lesson 12 International Free Trade Zone
Supplementary Material: New Zealand Economy to Get Lift from Rebuilding, Rugby in 2011
- Lesson 13 British Virgin Islands-Economy
Supplementary Material: What Business Leade Can Learn from the Renaissance
- Lesson 14 Borderless European Cloud Risks Fragmentation
Supplementary Material: Europe's Changing Role in Global Trade
- Lesson 15 Outsourcing in a Global Economy
Supplementary Material: Online Outsourcing
- Lesson 16 How OPEC Can Save the World Economy
Supplementary Material: International Petroleum Traportation
- Lesson 17 E-Commerce and Import and Export
Supplementary Material: Google's Growth
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Supplementary Material: New Tremo in Global Finance and Trade
Reference Key to the Exercises
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