

<<机电行业英语>>

图书基本信息

书名：<<机电行业英语>>

13位ISBN编号：9787566801920

10位ISBN编号：7566801929

出版时间：2012-8

出版时间：暨南大学出版社

作者：刘清波，李丹峰 主编

页数：181

字数：286000

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>

<<机电行业英语>>

内容概要

刘清波和李丹峰主编的《机电行业英语》由八个单元组成，每个单元包括五个部分，即单元目标（Unit Objectives）、听与说（Let's Listen and Talk）、读与写（Let's Read and Write）、职场项目（Workplace Project）和职业沙龙（Career Salon）。书后附有练习答案、参考译文、听力会话和短文的文字材料及光盘。

本书以机电行业为背景，涉及的题材包括机电领域的职业前景、机电一体化技术概观、机电产品的开发设计、智能检测、安装与维护、市场调研、推广与销售以及世界著名企业家访谈录。

<<机电行业英语>>

书籍目录

Unit1 The Career Path in Mechanical and Electrical Engineering

Listening Situation 1 Talking about the career prospect

Situation 2 Getting better prepared for a job interview

Speaking Situation 3 Asking about a job opening

Situation 4 Attending a job interview

Reading Passage 1 The Career Path in Mechanical and Electrical Engineering

Passage 2 Automation Engineer Resume

Writing Sample 1 A Letter of

Job Application

Sample 2 A Resume

Unit2 Mechatronics Engineering

Technology

Listening Situation 1 Showing a visitor around the factory

Situation 2 Introducing the definition of mechatronics

Speaking Situation 3 Visiting the production line

Situation 4 Talking about the workshop tour

Reading Passage 1 The Introduction of Mechatronics

Passage 2 The General Introduction of Technology

Transfer Agreement

Writing Sample 1 Abstract for

Thesis (1)

Sample 2 Abstract for Thesis (2)

Unit3 Product Design and Development

Listening Situation 1 Asking information about the National Undergraduate Electronic

Design Contest

Situation 2 Getting better prepared for a design competition

Speaking Situation 3 Interviewing a robot design contest winner

Situation 4 Introducing design ideas

Reading Passage 1 Automotive

Design

Passage 2 "Create the Future" Design

Contest

Writing Sample 1 A Letter of

Inquiry

<<机电行业英语>>

Sample 2 A Letter of Respoe
Unit4 Artificial Intelligence and Machine Fault
Diagnosis
Listening Situation 1 Talking about the
Intelligent Traportation System
Situation 2 Introducing Artificial Intelligence
Speaking Situation 3 Talking about the
pre-shipment ipection of goods
Situation 4 Discussing the reiection of goods
Reading Passage 1 Intelligent
Condition Monitoring and Fault Diagnosis System
Passage 2 Machine Fault Diagnosis
Writing Sample 1 A Letter of
Complaint
Sample 2 A Letter Responding to Complaint
Unit5 The Operation, Itallation and Maintenance of
Household Appliances
Listening Situation I Inquiring about using an
air conditioner
Situation 2 Handling simple repai and
maintenance
Speaking Situation 3 Giving custome advice on
how to maintain a new refrigerator
Situation 4 Talking about how to improve the
efficiency of a refrigerator
Reading Passage 1 Italling a Central
Air Conditioner
Passage 2 Keys to Produce User-friendly
Manuals
Writing Sample 1 Follow-up
Sales Letter (1)
Sample 2 Follow-up Sales Letter (2)
Unit6 The Market Research of Mechanical and Electrical
Products
Listening Situation 1 Talking about the
development of automotive engineering
Situation 2 Knowing better about the future of
electric vehicles
Speaking Situation 3 Marketing a second hand ear
to a client
Situation 4 Visiting the Guangzhou International
Automobile Exhibition
Reading Passage 1 World Packaging
Machinery Industry Forecasts
Passage 2 Rosy Prospects for China's Equipment
Manufacturing Sector
Writing Sample An

<<机电行业英语>>

Agenda

Unit7 Advertising, Sales and Marketing

Listening Situation 1 Inquiring about the price of machine tools

Situation 2 Talking about sales negotiation

Speaking Situation 3 Negotiating about terms of payment

Situation 4 Negotiating about the contract

Reading Passage 1 Green Marketing

Ideas

Passage 2 Want one.'? Get it now

Writing Sample 1 Initial

Order

Sample 2 Order Sheet

Unit8 Entrepreneur Interviews

Listening Situation 1 Tips for becoming a successful entrepreneur

Situation 2 Talking about company image

Speaking Situation 3 Preparing for a press interview

Situation 4 Preparing for an interview with a famous female entrepreneur

Reading Passage 1 Driving

Innovation

Passage 2 Sustainable Ford Motor Company: An Interview with Bill Ford

Writing Sample 1 Business Memorandum

(1)

Sample 2 Business Memorandum (2)

参考文献

Glossary

章节摘录

Task 5 Pair work. Start a conversation, with your partner according to the situation: You work for a Chinese factory which exports washing machines to foreign companies. One potential client from America visits your factory and wants to place an order, and now you are negotiating with the client in terms of payment. Language tips: Payment by irrevocable L/C Do you accept D/A or D/P? We insist on UC. increase the cost of import pay a deposit bank charges in connection with the credit protection of the banker's guarantee Situation 4 Negotiating about the contract Sample dialogue 2

Mr. Yang: Now, we've finally come to a basic agreement on the problems that need to be worked out. Shall we make sure we've got them right one more time? Mr. Black: Okay. I think that's a good idea and will help clarify some important items that we may have overlooked. Mr. Yang: First of all, about the format of our sales contract, we always use copies prepared and printed by our own company. Will that be all right? Mr. Black: I guess so (half jokingly). As long as you've got an English version, I have no objections. Mr. Yang: Yes, we do have that. And all the content is written both in Chinese and in English; therefore, in terms of law, they're equally valid. Mr. Black: Thanks. Let's use your own copies then. Mr. Yang: Now let's check the items in the sales contract. I'd like to repeat the price we have agreed on. The Unit price of Model BI-100 is US \$ 194 per set, C. I. F. New York. Is that right? Mr. Black: What about the specifications?

Mr. Yang: Specifications are listed in our catalogue. Would you accept such prices and confirm the above-mentioned terms? Mr. Black: Yes, I do. Now we've made it at last. I'm so glad that through long and hard negotiations, we managed to make a good deal. Let's congratulate ourselves for the successful contract. ……

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>