

<<优颂-最新版-剑桥商务英语证书考试>>

图书基本信息

书名：<<优颂-最新版-剑桥商务英语证书考试>>

13位ISBN编号：9787798600858

10位ISBN编号：779860085X

出版时间：2011-4

出版时间：中国科学文化音像出版社

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页数：214

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内容概要

商务英语证书 (BEC) 考试是由剑桥大学考试委员会与教育部考试中心联合推出的一项权威性的考试, 该证书在英国、英联邦各国及欧洲大多数国家的商业企业部门获得认可, 并且能作为考生英语能力的证明。

商务英语证书 (BEC) 考试是在被认可的BEC考试中心举行, 每年能在6个固定的日期举行, 在中国每年举行两次。

这些考试的主要对象是那些希望获得相关的英语语言证书的学习者, 考试标准为商务英语课程提供了理想的重点。

商务英语证书测试的是以工作场合为背景的英语语言, 而不是商务知识。

商务英语证书 (BEC) 考试分三个级别, 初级 (BEC Preliminary) 针对大学英语二级或高中以上水平的学生, 中级 (BEC Vantage) 则主要适合通过了大学英语四、六级的学生, 同时也适合于从事国际商务的专业人士和公司的职员。

商务英语高级 (BEC Higher) 由于对英语水平及商务知识都有较高的要求, 证书含金量高, 目前参加该级别考试的人数呈上升的趋势。

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章节摘录

Psychology in Business Nowadays it is often not enough to be an expert in your own field of business. It helps to apply a little psychology to your business dealings. Some psychological study shows that all have different perceptions, which affect our expectations and attitudes in life in general and in our business dealings. Our attitudes and perceptions of other people affect our relationships with them. Perceptions can often be more important than reality. When taking part in a business meeting or negotiation, it can be useful to think about how you see yourself in the business relationship. Some people perceive themselves as being in the stronger position, other consider themselves as a weaker. This immediately creates a win or lose situation. If people put themselves and their opposite number somewhere between the two positions they are more likely to work together to find common interests and to end up with a win situation in which both parties achieve something. This outcome not only leaves people feeling satisfied but also contributes towards a successful, long-term relationship. In most business dealings, it is important to work on relationships and the establishment of rapport. This includes thinking about common interests, rather than conflicting positions. It is useful, therefore, in a discussion to consider your opposite number's approach and to consider the best way of dealing with that person. If you're dealing with a skeptical person who does not like to take risks, you will need to build up his trust and enable him to have confidence in you. If you are dealing with various people of different professional backgrounds, it may help to consider varying your approach or presentation so that it is more relevant and interesting to the particular person with whom you are dealing. For example, people with a financial background often respond well to graphic input and a linear approach. So if you can adapt your approach to your customer, or business colleague, he or she is more likely to identify with you and therefore cooperate with you. ……

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