<<西方报刊经贸文章选读练习册>>

图书基本信息

书名: <<西方报刊经贸文章选读练习册>>

13位ISBN编号: 9787810009423

10位ISBN编号:7810009427

出版时间:2003-11

出版时间:外贸教育

作者: 史天陆

页数:475

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

<<西方报刊经贸文章选读练习册>>

内容概要

西方报刊经贸文章选读(英语),这一课程随着我国改革开放的逐步深入在高等教育相关专业的 教学中显得日益重要,广受欢迎。

这是因为这门课程符合了对外经贸工作不断发展的需要,能够直接地、多方面的服务于国际商务活动

通过学习这一课程,学生可以初步掌握阅读和理解西方报刊经贸文章的方法与技巧,为从事国际商情调研做好准备;可以熟悉大量当今经贸领域惯用的词语和句式,不但可用于阅读课,还有助于业务写作和口语的提高;同时,选文的内容还可帮助学生了解当前世界经贸形势和主要特点。

本书所选文章主要出自西方报刊,西方世界的经济、政治、社会观点必然在文章中得到大量反映

因此,在使用当中应注意以马克思主义的观点有分析有批判地研究认识,使之"洋为中用"。

为了使用方便,本套书分为两册;前册为课本,包括各课课文、词表、注解、课文提问并附有本书出现的专业词语索引;后册为练习册,提供逐课练习,系列泛读材料和课文提问与练习的答案。

<<西方报刊经贸文章选读练习册>>

书籍目录

Part I Exercise & Supplementary ReadingLesson | Article for Exercise : China Leaps towards Top Ten TradersSupplementary Reading: 1) Chinas Import Growth Rate ExceedsExport Growth in 19982) Greater China on the MarchLesson 2 Article for Exercise: 1) China Tries Guiding Foreign Investment 2) Era of the MultinationalsSupplementary Reading: I) Chinas Foreign Investors StakeClaim to the Interior2) FDI Flood Meets Barriers3) Investors Must Be Prepared forthe Long Haul4) Globalizations Depredations Are Realand BrutalLesson 3 Article for Exercise: The OutlookSupplementary Reading: 1) Market Plays Important Role2) More Foreign Firms Do Well in China--butlts Tough3) Bullish Firms Clamor for China Market Lesson 4 Article for Exercise: For World Economy, the Worst of Recessionhas PassedLesson 5 Article for Exercise: U.S. as Self--appointed GlobalHall MonitorSupplementary Reading: I) Clinton Reaffirms Asia--Pacific Role2) Why Im Going to Beijing3) Uneasy Together4) Clinton Outlines 97 Trade Policy5) A Series on International Response to the USHelms--Burton Acta. EU Unites to Retaliate against Helms -- Burtonb. U. S. Seeks to Calm Angry EUc. Ibero -- American Summit Slams U. S.Law on Cubad. Clinton Delays Enforcing Anti--CubaBusiness LawLesson 6 Article for Exercise: East Europeans Fear ProtectionismSupplementary Reading: I) After 40 Years , EU Arrives at Crossroads2) EUs Internal Market Producing Jobs3) Europe Rising4) Obstacles Slow Europes Driveto Unity5) Common Currency May Yet DivideEurope6) Why Non--Europeans Should Careabout EMU7) The Other Foot, despite Warmer Ties, the EU Targets Asian ExportsLesson 7 Article for Exercise : Surplus Is a Time Bomb, ECWarns JapanLesson 8 Article for Exercise: I) Taming the Chaebols2) Asia, You Cost Too MuchSupplementary Roading: I) The Next Step2) What Asia -- and the World -- Must Do3) Less Cash Flow Currency ControlsGain a Hearing as Crisis in AsiaTakes Its Toll4) Water, Water Everywhere But Lessto Drink in Asia5) Asia Chokes on Growing PollutionLcsson 9 Article for Exercise: I) Smooth Ride on the Road to Success2) Economy: the Numbers Add Upto ProsperitySupplementary Reading: Why Africa Can Thrive like AsiaLesson IO Article for Exercise: Greater Wealth of NationsSupplementary Reading: I) Fifty Years On2) Success Brings New Challenges3) All Free Traders Now?Lesson 11 Article for Exercise: Lets Make a TradeLesson 12 Article for Exercise: Syrup--makers Bold StrategySupplementary Reading: I) Pepsi and Coke Go to War Again2) How the U.S. Helped Big Tobacco CrackAsias MarketLesson 13 Article for Exercise: A Healthy Appetite for World MarketLesson 14 Article for Exercise: Review of Markets -- Corn FuturesSupplementary Reading: Commodities Market, despite Gains, WillBe Remembered for Its LossesLesson 15 Article for Exercise: 1) Grains, Soybeans. Suffer Setbacks2) Oil Companies Act to Save RefiningMarginsLesson 16 Supplementary Reading: I) When Cool Goes Cold2) The Power Brands3) China Targets World Markets4) Setting a Course for the NewGlobal Landscapefor 17 Supplementary Reading: 1) Car Producers Race for GlobalPresence ?2) Glut of Metal3) Electric Vehicles : TheyrePractical Now4) Automobile Industry Moves Ahead -- overa Bumpy RoadLesson 18 Supplementary Reading: 1) From Silk to Synthetics, a Question of Quotas 2) Trade Quotas Builds NewChinese WallLesson 19 Supplementary Reading : I) What Bill Gates Really Wants2) Making a Difference Is the Dream, Not Getting Rich3) Mr. Intel Goes to China4) A Legend in the Making5) Foreign Telecom Companies Rush to Help Spend \$40 Billion Lesson 20 Supplementary Reading: I) For Oil Industry, That Next ElephantProves Elusive2) China in Petroleum Politics3) The New Economics of OilPart IIBrief Answers or Clues toQuestions on Content and LanguagePoints & Key to ExercisesLesson 1Lesson 2Lesson 3Appendix to lesson I-- 3Lesson 4Lesson 5Lesson 6Lesson 7Appendix to lesson 7Lesson 8Lesson 9Lesson 10Lesson 11Lesson 12Lesson 14Lesson 15Lesson 16Lesson 17Lesson 18Lesson 19Lesson 20

<<西方报刊经贸文章选读练习册>>

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