

<<商务英语阅读（上册）>>

图书基本信息

书名：<<商务英语阅读（上册）>>

13位ISBN编号：9787810789318

10位ISBN编号：7810789317

出版时间：2007-8

出版时间：外经贸大学

作者：国晓立

页数：169

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>

<<商务英语阅读（上册）>>

内容概要

本书为商务英语阅读上册，共16个单元，内容主要涉及国际贸易、金融、营销、物流、人力资源管理、跨文化交际、知识产权等。

每个单元包括主课文和两篇快速阅读：主课文内容翔实，让读者对本单元话题作整体了解，掌握本领域的专业词汇；快速阅读在训练读者阅读能力的同时让读者了解此领域的发展新动态。

本书适用于高职高专商务英语专业学生，也可作为国际贸易、工商管理等其他专业的学生和从事国际商务的人士及英语爱好者的英语自学用书。

书籍目录

Unit 1 International Trade Fast Reading I U.S. Presses Japan on Farm Imports and India on World Trade Talks
 Fast Reading 11 China Maps Out Economic Plan to Promote Sustainable Growth Unit 2 Setting Disputes -- the
 WTO's Unique Contribution Fast Reading I Integrated Negotiation Fast Reading 11 Dialogue Key to
 Resolving IPR Disputes Unit 3 Globalization and Its Impact on the Business Fast Reading I Population and
 Globalization Fast Reading 11 Norway and Peru Next China's Trade Targets Unit 4 Can Sino-U. S. Trade
 Friction Be Solved by Appreciation of RMB? Fast Reading I Solving the Trade Imbalance Fast Reading II
 Survey: Cheap Exports of China Reduce World Inflation Unit 5 Don't Fence Me Out! Fast Reading I Bush
 Administration Seeks to Lower Trade Barriers with Latin America Fast Reading II China: U.S. Piracy Complaint
 May Hurt Ties Unit 6 China, Dumping or Not Fast Reading I [Chinese Lighter Producers Win EU
 Anti-Dumping Suit Fast Reading II China Steel Companies Win Anti-dumping Cases Unit 7 The Force Behind
 the Nike Empire Fast Reading I Richard Branson and His Virgin Kingdom Fast Reading II A Most Influential
 Person of the 20th Century Unit 8 Regional Economic Integration Fast Reading I China ASEAN to See Closer
 Economic Ties Fast Reading II Speech by President Hu Jintao of China at the 12th APEC Economic Leaders'
 Meeting (79) Unit 9 Environment, Trade, and Investment (82) Fast Reading I The Effects of Trade Liberalization
 on the Environment Fast Reading II EU Leaders Agree to Cut Greenhouse Gases Unit 10 Negotiation Skills and
 Strategies Fast Reading I Business Is Negotiation Fast Reading I Negotiating Customer Agreements Unit 11
 "Toyota" of China Fast Reading I Kodak to Slash 3,000 More Jobs as It Wraps up Overhaul Fast Reading II
 Microsoft, Lenovo to Set Up Joint R&D Center Unit 12 The Survival of the Old Brands Fast Reading I Honda
 Plans New Brand through Guangzhou Venture Fast Reading II Pu'er: The Tea That Changed a County Unit 13
 E-commerce: Doing Business Online Fast Reading I Going Shopping? Go Global! Fast Reading II E-Trading
 Helps Small Firm Bag Market Share Unit 14 China's Door Now Wide-Open for Foreign Banks Fast Reading I
 Bank Gets Nod for Joint Venture Fast Reading II Foreign Banks Go Local Unit 15 Known Brands Acquiring
 Name Recognition Fast Reading I Mergers and the Supersizing of Business Fast Reading 11 Thai Company
 Wins Bid for Gujing Group Unit 16 Multinational Companies Fast Reading I Mengniu Inks NBA Promotions
 Partnership Fast Reading II Bill Gates: Microsoft to Build R&D Parks in Beijing, Shanghai Key to Exercises

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>