

<<商务知识导读>>

图书基本信息

书名：<<商务知识导读>>

13位ISBN编号：9787811344547

10位ISBN编号：7811344548

出版时间：2009-9

出版时间：对外经济贸易大学出版社

作者：王燕希 编

页数：303

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>

## &lt;&lt;商务知识导读&gt;&gt;

## 内容概要

本校商务英语专业得到教育部批准后，对培养方案和课程设置进行了重大调整，新启动的培养方案具有鲜明的特色，开设的商务英语课程门类围绕三大模块展开。

课程将语言技能、商务知识、跨文化交流三个模块有机地结合起来，培养具有扎实的英语基本功，娴熟地掌握国际商务基础理论和知识，具备较高的人文素养，善于跨文化交流与沟通，能适应经济全球化形势，适应各类国家政府机关、国际组织、跨国公司和其他企事业单位从事国际商务活动需要的复合性英语人才。

《商务知识导读(英文版)》正是为了满足新的商务英语专业课程设置和大经贸形势所需而计划编写的。

商务知识导读课作为一门新开设的课程已被列入首批商务英语专业学生的培养方案，属于基础必修课阅读模块中的一门重要的课程，并已于去年开始启动。

但由于课程建设新，出台时间紧，目前尚未出现与时俱进的新编教材；更因其他主要大学开设的相关课程亦不多，现用的教材也寥寥无几，因此更增加了编写本教材的必要性和迫切性。

这对于本校学科建设和其他兄弟院校相关学科的推动有着极其重要的意义，对目前的教学改革亦起到不言而喻的作用。

加之，由于本校是首家被批准设立商务英语专业的学校，其课程设置在全国具有示范和龙头作用，本校自己编写出具有代表性专业性的教材也具有普遍的社会意义。

### 作者简介

王燕希，对外经济贸易大学商务英语系副教授，曾赴美研修、多年来一直从事商务英语的教学工作。研究范围有商务联系学、商务修辞、广告营销等，发表过不少有关论文。主要作品有《实用商务英语写作大全一本通》、《广告英语》、《融入美国——最新美国口语》、《商务沟通》、《

书籍目录

Unit One The Foundations of Business Chapter One Wants and Needs Chapter Two Economic Resources and Systems Chapter Three Economic Activity and Business Cycle Chapter Four Business Ethics and Social Responsibility Unit Two Owning and Operating a Business Chapter Five Entrepreneurship and Small Business Chapter Six Business Ownership and Operations Chapter Seven Organizational Structures Chapter Eight Leadership in Management Unit Three Managing Resources Chapter Nine Human Resources Management Chapter Ten Culture and Diversity in Business Chapter Eleven Managing Business Finances Unit Four Groups Affecting Business Chapter Twelve The Role of Government in Business Chapter Thirteen Money and Financial Institutions Chapter Fourteen International Financial Organizations Unit Five Marketing in Today's World Chapter Fifteen What is Marketing Chapter Sixteen Advertising in Business Unit Six Accounting & Financing Chapter Seventeen Checking Accounts Chapter Eighteen Savings Accounts Chapter Nineteen Investing in Stocks Unit Seven International Trade Chapter Twenty International Trade Chapter Twenty-one International Business Contracts

## 章节摘录

**Sole Proprietorship** A sole proprietorship is a business owned by only one person. Its especially suitable if you want to start a business that offers a specific product or service, like a car repair shop. Most bookstores and floral shops are sole proprietorships. So are most farms and home-based businesses. About three quarters of all businesses in the United States are sole proprietorships. Owning your own business is great. First of all, its easy to start. Depending on the local laws, you might need only a license or permit to start a sole proprietorship. Second, you get to be your own boss. You can come and go as you please and run the business as you see fit. Third, you get to keep all the profits from the business yourself. Finally, the taxes are usually low because you only have to pay them on your personal profits.

On the other hand, there are disadvantages to running your own business. First, you have to pay for everything yourself. You have to buy your own supplies, pay for advertising, rent office space, and pay taxes. You might have to use your personal savings or borrow money from the bank to start your business or keep it going. A lot of sole proprietorships fail because they run out of capital.

You might also lack business skills. You might know everything about car repair but nothing about record keeping or tax preparation. You might need to hire an office manager or accountant to help you run your business.

A serious disadvantage to owning a sole proprietorship is that you have unlimited liability, or full responsibility for your companys debts. If you lose more money than you make, you have to make up the difference. You could lose your personal savings, your property, and even your car if your business has debts it cannot repay.

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>