

图书基本信息

书名：<<商务英语综合教程-2-学生用书-含光盘>>

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作者：王瑞昀 编

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## 前言

进入大众化教育以来,中国高等学校英语专业的培养目标和培养模式日趋多样化。其标志性变化就是传统的英语语言文学专业裂变成商务英语专业和翻译专业,从而形成了英语、商务英语和翻译三足鼎立的局面。

虽然国内学者仍就这三个专业的共同性和差异性争论不休,但是教育部批准设立上述专业,既是顺应社会经济发展对各种英语人才需要的体现,也反映出单纯的英语语言文学专业人才的需求在减少。

截止目前,已有上海对外贸易学院、对外经贸大学、广东外语外贸大学等7所高校被正式批准招收商务英语专业的学生,众多高校还在积极申请开办这一新专业。

此外,据不完全统计,全国有500多所高校开设了商务英语课程。

这些事实说明商务英语专业发展趋势良好,前景广阔。

众所周知,不管英语专业如何裂变,必须要让学生打好语言基本功,掌握听说读写译的技能,只有这样才能进行语言交际。

交际法认为,人们对语言的掌握是在交际过程中“习得”的。

语言交际的环境越真实,就越能够掌握有效的交际能力。

有鉴于此,学习真实的语言交际材料,尤其是商务语境下的语言材料,就能够缩短课堂教学与实际生活、工作的差距,学以致用,进行有效的商务沟通。

基于这种认识,我们试图打破传统教材先学“阳春白雪”的语言,然后再进行商务“嫁接”的模式,而是从一开始就让学生置身于商务语境,学习商务基础理论和知识,直接进行商务实践的训练,从而为将来的职场竞争打好基础。

实践证明,直接学习商务英语教材而不是基础英语,也能打好语言的基本功。

据调查,许多普通高校英语(商务英语方向)专业的学生直接学习商务英语教材,四六级通过率依然分别保持在98%和85%以上,商务英语专业学生的就业率一直在99%以上,比其他相关专业学生更具竞争力。

## 内容概要

《商务英语综合教程》共分四册，每册12个单元，内容包括经济、管理、国际法和跨文化四大模块，涉及全球经贸、国际营销、企业管理、金融理财、品牌策略、公共关系、人力资源、危机管理、企业家、房地产、电子商务、企业社会责任、商业道德、跨文化交流、职业选择、领导艺术、商业团队建设、网上购物、客户服务、商业间谍和能源危机等多个方面。

每单元均由Text A、Text B、Text C及相关练习组成。

Text A侧重商务词汇、语法知识及篇章理解。

Text B着力培养学生的商务英语口语和写作能力等交际能力。

Text C主要是提高学生的听力技能和人文底蕴。

本套教材主要适用于全日制商务英语专业或者英语(商务英语方向)专业的一二年级大学生，也可作为全日制非英语专业学生的选修课教材或行业培训教材。

教材分学生用书和教师用书。

书籍目录

Unit One Money Text A Money and Banking Text B Background to the Euro Text C Manners in Different Countries  
Unit Two Public Relations Text A Public Relations Specialists Text B The Facts Are There in Black and White Text C Building Business Relations  
Unit Three Personal Finance Text A Home Schooled Text B Borrowing Money: Understanding How the Numbers Work Text C Personal Financial Planning  
Unit Four Business Etiquette Text A Office Manners of a Secretary Text B Phone Manners Text C Bill Gates Steps Aside at Microsoft  
Unit Five Building Brand , Text A Labelled with Love the Extracts from the Interview with Nirmalya Kumar Text B Ben & Jerry's Homemade Inc. Text C China Revealed  
Unit Six Concept of Management Text A Fergie Balfour An Energetic Leader Text B An International Project Manager's Day(A Case) Text C The History of Olympic Games  
Unit Seven Globalization Text A China Remains Strongly Appealing to Foreign Capital Text B Globalization Splits Rich and Poor Text C Voices from China's Past: Cai Yuanpei on Globalization  
Unit Eight E-Marketing Text A ABCs of Internet Selling Text B Computers Can't Smile Text C Dumbest Generation  
Unit Nine Communication Text A A Targeted Media Campaign Text B I Can't Afford a Public Relations Campaign, Can I? Text C The Art of Action  
Unit Ten Employee Management Text A The Human Touch Text B Ritz-Carlton : Taking Care of Those Who Take Care of Customers Text C Employee Communication at FedEx  
Unit Eleven Career Guidance Text A Opening One's Own Business Text B What Are International Managers Looking For? Text C I Think I Will Be a CEO One Day -- Yang Songjun  
Unit 12 Expert Economist Text A Alan Greenspan: the Most Powerful Guy Text B Cautious of Creating Too Much Complexity Text C China's Entry into WTO

章节摘录

You returned to Maralinga on April 1 and met some of the staff and their families. Their comments made it clear that living conditions were less than ideal , the banking system made it difficult to get money transferred and converted into local currency ( their salaries , paid in dollars , were deposited to their accounts at home ) , and the only school it was possible to send their children to was not appropriate for children who would have to return to the North American educational system. That evening John left for another project on another continent. It is now Tuesday morning , April 2. It is 10.00 a.m. You have planned to have lunch with your spouse at noon and you are leaving for the airport at 2.00 p. m. for a week in Kildona to visit the Beauval office , the SHD ( Sorongan Highway Department ) people , and the IAA ( International Aid Agency ) representative for discussions concerning the history and future of this project ( it takes about one-half hour to drive to the airport ) . This trip has been planned as part of your orientation to the job. Since the IAA representative and the senior man in the Beauval office were both leaving for other postings at the end of the month , this may be the only Opportunity you will have to spend time with them. On your arrival at the office. , Julip tells you that Jim , one of the surveyors , and his wife Joyce , are arriving at 10.30 to discuss Joyces medical problems with you. This is the first opportunity you have had to get into your office and do some work. You have about 30 minutes to go through the contents of your in-basket and take whatever action you feel is appropriate.

编辑推荐

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