

<<商务英语第三册>>

图书基本信息

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内容概要

《商务英语》在这样一个大背景下诞生了。

本套教材融合了中西方对语言教学的不同理念与方法，将语言学习、语言使用、人文素养和商务知识有机融合，充分调动学生的积极性，在认知和交际过程中提高英语水平，培养跨文化沟通能力、学习技能和研究能力。

本教材编写采取听、说、读、写整合的思路，以听说导入，以阅读为核心，围绕阅读课文进行口头和写作训练；语言、商务与文化有机结合，知识与技能兼顾，人文素养与商务专业素质并重，重在培养跨文化商务交际能力。

本册为第3册，由郭巍等编著，按不同话题为主线，结合商务环境下的交际活动，深入讨论相关话题，提高学生的跨文化商务交际能力。

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书籍目录

- Unit 1 Team Spirit
- Unit 2 Teamwork in NUMMI
- Unit 3 Technology
- Unit 4 Technology:Echo360
- Unit 5 Disasters
- Unit 6 Disasters:Hillsborough Football Tragedy
- Unit 7 Management
- Unit 8 Management:Richard Branson
- Unit 9 Customer Service
- Unit 10 Customer Servtce: A Smashed Guitar
- Unit 11 Media and Sports
- Unit 12 Media and Sports: Alcohol Advertisement in Media
- Unit 13 Development vs.Preservation
- Unit 14 Development vs.Preservation: A Fragile Paradise
- Unit 15 Academic Ethics: Moral Issues on Campus
- Unit 16 Business Ethics: Ethics in the Workplace

章节摘录

Teams are also encouraged to utilize the "Five Whys" — a questioning strategy designed to get to the bottom of the problem the team is facing. They are also asked to propose improvements to the system of production beyond immediate problem solving, through a system of suggestions or, for example, by joining quality circles. These are teams made up of workers as well as specialist engineers, looking at implementing suggestions and ideas with the goal of improving the system of production continuously. Management's role in NUMMI, as in Toyota, is that of providing expertise to help production teams with problem solving. In order to compete with the performance — in quality as well as price — achieved by Toyota, other auto makers have followed their lead in introducing lean manufacturing methods. And the basic ideas of lean production have been applied in many other industries, with mixed results. The system organized around production teams has often proved to be extremely efficient, much more than traditional plants. The fact that teams are constantly attentive to the work and detect errors immediately reduces the work needed at the end of the line. In other words, the essence of the teamwork in NUMMI is its flexibility because workers can do all the different tasks and are collectively responsible for improving their ability to work productively as a team. Each new idea, new successful implementation and new process is not only adopted by the team but is spread to the whole organization in a continuous race to improvement. This is known by the Japanese word Kaizen. ……

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