

图书基本信息

书名：<<剑桥商务英语中级活动手册BENCHMARK>>

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内容概要

Business Benchmark is a brand new Business English course at three levels. It helps students get ahead fast with their Business English vocabulary and skills, and gives them grammar practice in business contexts. It also helps students prepare for the internationally recognised Cambridge ESOL_ BULATS (Business Language Testing Service) Test or BEC exams.

书籍目录

Unit1 Staff development and training Unit2 Job descriptions and job satisfaction Unit3 Letters of enquiry and applications Unit4 Telephone skills Unit5 Promotional activities and branding Unit6 New product development Unit7 A stand at a trade fair Unit8 Establishing relationships and negotiating Unit9 Going it alone Unit10 Financing the start-up Unit11 Starting up in a new location Unit12 Presenting your business idea Unit13 Business hotels and sales conferences Unit14 Business conferences Unit15 Reports Unit16 Business meetings Unit17 New technologies and change Unit18 Using the Internet Unit19 A staff survey Unit20 Offshoring and outsourcing Unit21 Customer loyalty Unit22 Communication with customers Unit23 Corresponding with customers Unit24 A business seminar Word list Answer key

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