

<<新编商务英语精读>>

图书基本信息

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前言

经过全体编者的努力和辛勤劳动,《新编商务英语精读》终于付梓了。

这是一套将培养英语语言能力与学习商务英语知识相结合的新教材,使用对象是商务英语专业的学生以及广大英语爱好者。

对于语言能力,英语教学界已基本达成共识:语言能力应包括语言知识和交际能力。

语言知识包括语音、词汇、语法等关于语言系统方面的知识;交际能力是运用语言的能力,即如何开始谈话,如何结束谈话,在各类言语事件中应谈什么话题以及如何各种不同的语境中,恰当地实施各种语言行为(如请求、道歉、邀请等)的能力。

本书通过循序渐进的方式,使学生逐步掌握系统的英语语言基础知识,同时也注重培养学生的交际能力,为此我们精心设计了許多小组活动,为学生营造各种话语环境,使他们能够把所学的知识运用于各种日常交际活动和商务活动中。

考虑到本书的使用对象,我们尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点,即在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,这是本书的一大特色。

基于此,本书为学生提供了许多商务方面的阅读材料,内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域,使学生在学语言的同时,也掌握必要的商务知识。

可以说,在将语言知识、交际技能、文化背景知识和商务知识融于一体方面,本教材作了大胆的尝试。

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内容概要

《新编商务英语精读（第1册）（学生用书）》共10个单元，每单元由阅读，阅读以及扩展性练习组成。

全书旨在寻求语言能力培养和商务英语知识学习的最佳结合点，即在全面培养学生英语语言综合能力的同时，熟悉各种商务活动，了解商务方面的知识。

书籍目录

Unit 1 Essentials of Business. Reading The Nature of Business. Reading Trading. Extended Activities. Phonetic Drills : Front Vowels (前元音). Function and Structure, Meeting People. Practical Reading: Timetable. Additional Vocabulary. Business World : Fortune Global Forum. Humor Time. Unit 2 Marketing. Reading Marketing and Promotion. Reading Markets, Demand and Supply. Extended Activities. Phonetic Drills : Central Vowels (中位元音). Function and Structure, Introducing People. Practical Reading : Price List. Additional Vocabulary. Business World : The Marketing Mix (营销策略). Humor Time. Unit 3 Career. Reading The Modern Servant — Nanny. Reading The Gardener. Extended Activities. Phonetic Drills : Back Vowels (后位元音). Function and Structure : Expressing and Responding to Thanks. Practical Reading : Business Cards. Additional Vocabulary. Business World: What Does an Employer Do?. Humor Time. Unit 4 Jobs and Occupations. Reading Personal Progress and Job-hopping. Reading Bransons New Route to More Jobs. Extended Activities. Phonetic Drills: Closing Diphthongs (合口又元音). Function and Structure: Describe Ones Occupation. Practical Reading: Job Advertisement. Additional Vocabulary. Business World: The Most Promising Jobs in the 21st Century. Humor Time. Unit 5 Eating Habits. Reading I Changing Life-style and New Eating Habits. Reading IT British Food. Extended Activities. Phonetic Drills : Centering Diphthongs (集中双元音). Function and Structure: Ordering a Meal. Practical Reading: Menu. Additional Vocabulary. Business World: Business Meals. Humor Time. Unit 6 Jewelry. Reading Diamond-cutter Ephraim. Reading Diamonds. Extended Activities. Phonetic Drills: Consonants (辅音) — Plosives (爆破音). Function and Structure: Apologizing. Practical Reading: A Catalogue of Rings. Additional Vocabulary. Business World: Source of Gems. Humor Time. Unit 7 Body Language. Reading Body Language: Ownership Gestures. Reading Gesture. Extended Activities. Phonetic Drills: Consonants (辅音) Fricatives (摩擦音) and Affricatives (破擦音). Function and Structure: Making Invitations. Practical Reading: Program Schedule. Additional Vocabulary. Business World: Important Cultural Issues () Humor Time. Unit 8 Manners. Reading A World Guide to Good Manners. Reading Good Manners, Good Business. Extended Activities. Phonetic Drills: Consonants —— Nasals (鼻辅音). Function and Structure: Asking for, Giving, and Refusing to Give Permission. Practical Reading: Comparing Different Cultures. Additional Vocabulary. Business World= Important Cultural Issues () Humor Time. Unit 9 Telephone Calls. Reading Miss Manners Wrings the Bell. Reading Telephones. Extended Activities. Phonetic Drills: Consonants — Laterals (舌侧音) and Frictionless Continuant (非摩擦持续音) /r/. Function and Structure: Making Telephone Calls. Practical Reading: Yellow Pages. Additional Vocabulary. Business World: Twelve Telephone Tips. Humor Time. Unit 10 Air Travel. Reading Getting to the Airport. Reading Reservations. Extended Activities. Phonetic Drills: Semi-vowels (半元音). Function and Structure: Booking Flight Tickets. Practical Reading: Flight Schedule. Additional Vocabulary. Business World: Major International Airlines. Humor Time. Appendix New Words. Appendix Expressions. Appendix Word Study. Appendix Special Use

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