

<<商务英语>>

图书基本信息

书名：<<商务英语>>

13位ISBN编号：9787040167856

10位ISBN编号：7040167859

出版时间：2005-6

出版范围：高等教育

作者：李其松

页数：113

字数：130000

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>

<<商务英语>>

前言

我国加入世界贸易组织之后，国民经济的全球化、市场化进程进一步加快，对外商务往来也日趋频繁。

经济的发展和社会的变革对高职高专教育经济类专业的英语教学提出了与时俱进、更加注重培养实际应用能力的要求。

为了更好地培养高职高专教育经济类学生在涉外商务活动中的业务沟通能力，使其熟练、准确地掌握涉外业务中的交际技能与业务知识，我们从高职高专教学的特点与培养目标出发，在总结多年商务英语教学经验的基础上编写了此教材。

本教材具有如下特点： 1.时效性。

本教材选材新颖，体现了时代特征，有助于了解涉外商务活动中的新理念、新术语、新方法和最新发展动态。

2.真实性。

本教材选材真实，与日常涉外商务活动和贸易业务密切吻合。

注重强化对学生在真实情景中运用英语和商务知识解决实际问题能力的培养。

3.实用性。

本教材简明扼要，通俗易懂，特别注重对学生实用能力的培养。

4.以学生为中心。

本教材围绕以学生为中心而精心设计。

编者站在高职高专学生的视角上编写出来的训练模块以任务为中心，易学、易懂、易做，从而容易激发学生的学习热情。

本教材共分10个单元，参考学时为40 - 50学时，教师在实际使用过程中可根据实际情况对教材内容作适当调整。

本教材由李其松担任主编，参加编写的有张文莲、昊婉君、卢雪良、杜秀峰、麦淑华、陈丽华、伍时燕、梁惠妍和龙芸。

湖南师范大学外语学院黄振定教授审阅了书稿，并提出了宝贵意见，在此表示衷心的感谢。

由于编者水平有限，书中难免有不当和疏漏之处，恳请广大读者批评指正。

<<商务英语>>

内容概要

本书是高等职业教育技能型紧缺人才培养培训工程系列教材之一。

本书在编写中认真贯彻了“学一点、会一点、用一点”以及英语语言能力与商务知识相结合的原则，在注重商务英语阅读能力训练的同时，强调对商务英语听、说能力的培养，以期培养高职高专学生在涉外商务交际活动中的实用技能。

本书共分10个单元，每个单元都由“读”、“写”、“说”和“听”4部分组成，内容涉及商务活动的多个方面。

本书还配有多媒体助学课件，供学生自主学习时使用。

本书可作为高等职业院校、高等专科学校、成人高校、民办高校及本科院校举办的二级职业技术学院电子商务、国际贸易、市场营销及其他相关专业商务英语课程的教材，也可供五年制高职、中职学生使用，并可作为从事实际工作的社会人士的参考书。

书籍目录

Unit One Establishment of Business Relations Pre-reading Task Text After-reading Tasks Extended Activities
Unit Two Offer and Acceptance Pre-reading Task Text After-reading Tasks Extended Activities
Unit Three Agency and Claim Pre-reading Task Text After-reading Tasks Extended Activities
Unit Four Marketing Pre-reading Task Text After-reading Tasks Extended Activities
Unit Five Money and Banking Pre-reading Task Text After-reading Tasks Extended Activities
Unit Six Negotiation Pre-reading Task Text After-reading Tasks Extended Activities
Unit Seven Insurance Pre-reading Task Text After-reading Tasks Extended Activities
Unit Eight Transport Pre-reading Task Text After-reading Tasks Extended Activities
Unit Nine Partnership and Cooperation Pre-reading Task Text After-reading Tasks Extended Activities
Unit Ten Stock Exchange Pre-reading Task Text After-reading Tasks Extended Activities参考文献

章节摘录

Go to business events conferences , training days , exhibitions and any event where business people are gathered. You won't build a lasting network from your office desk. A trade exhibitions web site is a good events listing source.

Be prepared when you go out to meet new people. Have your diary , business cards and literature with you and know what questions you want to ask. Start by asking them what their business is but also remember to listen. It's only when someone else is talking that you find out anything new. Ask for their business card and then offer your card. Be a resource for referrals yourself. Be armed with contacts and useful information to give to others. That will encourage a two-way flow. Follow up quickly on new contacts either to give them the information or to arrange to meet. One goal of networking is to get referrals , so don't be afraid to ask " Who else should I be talking to ?

" Regularly stay in contact with your network partners and re-establish contact with old relationships. A phone call will help to keep relationships going and include them on your newsletter mailing. Establish yourself as an expert in your field , perhaps by writing articles or by being available to talk to journalists. If you and your business are in the news , people will want to talk to you.

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>