

<<新编商务英语精读>>

图书基本信息

书名：<<新编商务英语精读>>

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内容概要

《新编商务英语精读(4)》共10个单元,每单元由阅读I(Reading I)、阅读(Reading)以及扩展性练习(Extended Activities)组成。

《新编商务英语精读(4)》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。

“新编商务英语系列丛书”适用于商务英语专业的学生。

《新编商务英语精读(4)》另配录音磁带。

书籍目录

Unit 1 Advertisement Reading I Advertising Reading 11 The Mixed Blessing of Advertising Technology Extended Activities Function and Structure : Persuasion Practical Reading : Language of Advertising Basic Writing : Sentence Writing (I) Additional Vocabulary Business World Humor Time Unit 2 Business Communication Reading I How to Write Magnetic Sales Letters Reading 11 Using Audience Analysis to Adapt Your Message Extended Activities Function and Structure : Expressions at the Post Office Practical Reading : Leaflet : Swift Service Basic Writing : Sentence Writing (II) Additional Vocabulary Business World Humor Time Unit 3 Organizational Culture Reading I The Organizational Culture and the Discourse Community Reading Honda of America Extended Activities Function and Structure : Expressing Curiosity & Asking for Information Practical Reading : A Case Study Basic Writing : Topic Sentence Additional Vocabulary Business World Humor Time Unit 4 Family Reading I Magic of a Full Moon Reading 11 The “ New Father ” —— No Real Role Reversal Extended Activities Function and Structure : Explanation Practical Reading : Advertisements for Properties Basic Writing : Unity and Coherence Additional Vocabulary Business World Humor Time Unit 5 Sightseeing Reading I Big Fun Reading 11 Follow Summer Waterfalls Extended Activities Function and Structure : Expressions for Sightseeing Practical Reading : Itinerary Basic Writing : Paragraph Development Additional Vocabulary Business World Humor Time Unit 6 Public Relations Reading I Public Relations Reading 11 A General Introduction to Public Relations Extended Activities Function and Structure : Expressions at a Hotel Practical Reading : Hotel Brochures Basic Writing : Telephone Messages Additional Vocabulary Business World Humor Time Unit 7 Modern Office Reading I The Modern Office Reading Rule Number One : Clear That Desk Extended Activities Function and Structure : Receiving Guests Practical Reading : the Communicative Processes Basic Writing : Notes Additional Vocabulary Business World Humor Time Unit 8 Production Reading I New Process Designs Reading The Two Basic Methods of Production Extended Activities Function and Structure : Describing Products Practical Reading : Production Activities Basic Writing : Memos Additional Vocabulary Business World Humor Time Unit 9 Automobiles Reading I Oars : On a Road to Nowhere Reading Merging Hand——made Craftsmanship with World——class Manufacturing Extended Activities Function and Structure : Travel by Car Practical Reading : Car Ads Basic Writing : E-mails Additional Vocabulary Business World Humor Time Unit 10 Insurance Reading I Types of Insurance Reading Basic Insurance Concepts Extended Activities Function and Structure : Conversational Strategies Practical Reading : Insurance Form Basic Writing : Fax Additional Vocabulary Business World Humor Time Appendix New Words Appendix II Expressions Appendix III Word Study Appendix IV Special Use

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编辑推荐

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