

<<国际商务管理>>

图书基本信息

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前言

随着新经济时代的到来和全球经济一体化进程的加剧，中国比以往任何时候都更加需要既通晓英语交际又熟悉国际商务理念和惯例的国际化人才。

在此背景下，我们在多年教学研究和实践的基础上，主动实施国际化战略，积极引进英国职业教育中国国家职业资格证书（NVQ：National Vocational Qualifications）体系中科学的教育理念，在教学实践中实施国际商务与英语教学一体化和教学与评估一体化的教学策略，以学生为主体，以教师为主导，突出教学的过程评估，强调学生职业能力和核心技能的培养。

在上述教育思想和理念的指导下，经过编委们的精心策划和编写人员的共同努力，最终编著成了这套特色鲜明的国际商务系列高职高专类双语教材，希望能够为我国培养高职层次的国际化商务英语专业人才尽自己的绵薄之力。

本系列教材是新世纪广东省高等教育教学改革工作项目《中英职教商务文秘专业课程改革与实践》的成果之一。

该项目由广东省教育厅牵头，与英国文化委员会合作开发，在教育部高职高专教育英语课程教学指导委员会的具体指导下，由深圳职业技术学院应用外国语学院负责实施。

该系列教材的讲义曾在深圳职业技术学院应用外国语学院学生中试用，经过不断修改和润色，最终形成了本套国际商务系列双语教材。

本系列教材包括《国际市场营销》、《国际贸易实务》、《商务人力资源管理》、《国际商务管理》、《电子商务》、《国际商务交际》和《国际商务文秘》共7本。

该系列教材独辟蹊径，以全新的视角诠释和探索国际商务与英语学习一体化的教学思想与规律，既具国际视野，又有中国特色，具体表现在以下5个方面：1. 指导思想国际化：本教材的编写借鉴英国国家职业资格证书（NVQ）教育科学的教学指导思想、先进实用的育人理念、以学生为中心的教学方法、模块化的教学方式、重在过程的多元化教学评估、强调核心技能的素质教育实践，从选材、体例到评估都体现了国际上先进的职业教育理念。

内容概要

《国际商务管理》是新世纪广东省高等教育教学改革工作项目《中英职教商务文秘专业课程改革与实践》的成果之一。

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该系列教材的讲义曾在深圳职业技术学院应用外国语学院学生中试用，经过不断修改和润色，最终形成了本套国际商务系列双语教材。

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Capitalism allows for private ownership of businesses. Entrepreneurs have the freedom to create businesses that they believe will serve the people's needs. The United States is regarded as a capitalist society because entrepreneurs are allowed to create businesses and compete against each other. In a capitalist society, entrepreneurs desire to earn profits, which motivates them to produce products and services that satisfy customers. Competition allows efficient firms to increase their share of the market and forces inefficient firms out of the market.

Socialism is an economic system that contains some features of capitalism now. For example, governments in some socialist countries allow people to own businesses and property and to select their own jobs. However, these governments are highly involved in the provision of various services. Health-care services are run by many governments and are provided at a low cost. Also, the governments of socialist countries tend to offer high levels of benefits to unemployed people. Such services are indirectly paid for by the businesses and the workers who earn income. Socialist governments impose high tax rates on income so that they have sufficient funds to provide all their services. Historically, the governments of many countries in Eastern Europe, Latin America, and the Soviet Bloc owned most businesses, but in recent years they have allowed for private business ownership. Many government-owned businesses have been sold to private investors. As a result of privatization, many governments are reducing their influence and allowing firms to compete in each industry. Privatization allows firms to focus on providing the products and services that people desire and forces the firms to be more efficient to ensure survival. Thousands of businesses in the former Soviet Bloc have been privatized. Some U.S. firms have acquired businesses sold by the governments of the former Soviet republics and other countries. Privatization has provided an easy way for some international firms to own businesses in many other countries.

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