

<<英语泛读教程>>

图书基本信息

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### 内容概要

“ 高职高专英语专业立体化教材 ” 是普通高等教育 “ 十一五 ” 国家级规划教材。  
本套教材的编写力图体现我国高职高专英语专业教学实践的特点，遵循高职高专教育 “ 实用为主，够用为度 ” 的总体指导方针，充分反映中国学生学习英语的规律和要求。  
同时体现我国英语教学研究的新成果、新思维和新理念。  
教材的设计充分考虑高职高专英语专业的课程设置、课时、教学要求与高职高专英语专业人才培养要求与目标，处理好打好英语语言基础与培养英语语言应用能力的关系，强调英语语言基本技能的训练与培养实际使用英语从事涉外交际活动的语言应用能力并重。

## 书籍目录

UNIT 1 TEXT My Financial Career TEXT The Banking Business Supplementary Reading UNIT 2  
 TEXT "The ABC of the Negotiation Game" TEXT Tax Supplementary Reading UNIT 3 TEXT  
 Financial Principles TEXT The Role of Banks in Theory Supplementary Reading UNIT 4 TEXT  
 Being Your Own Boss TEXT The World Trade Organization Supplementary Reading Reading Skills  
 UNIT 5 TEXT The Solution to Everything: HR TEXT Human Relations at Sony Supplementary  
 Reading UNIT 6 TEXT The Firm (Part ) TEXT Stock and the Stock Market (Part )  
 Supplementary Reading UNIT 7 TEXT The Firm (Part ) TEXT Stock and the Stock Market (Part  
 ) Supplementary Reading UNIT 8 TEXT Truth in Advertising TEXT Electronic Commerce  
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## 章节摘录

The early banks in Europe were places for safekeeping of valuable items ( e. g. gold and silver bullion ) as people came to fear loss of their assets due to war, theft or expropriation by government. Businessmen shipping goods across the sea found it safer to place the gold and silver they were paid at the nearest bank rather than risking its loss to pirates or to storm at sea. In England during the reigns of King Henry N and Charles I, government efforts to seize private holdings of gold and silver resulted in people depositing their valuables in goldsmiths shops, who, in turn, would issue tokens or certificates, indicating that the customer had made a deposit at these businesses. Soon goldsmith tokens or certificates began to circulate as money because they were more convenient and less risky to carry around than gold or other valuables. The goldsmiths also offered certification of value services——what we today might call property appraisals. Customers would bring in gold, silver, jewels or those valuables to have an expert certify that these items were, indeed, real and not fakes——a service many banks still provide their customers.

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