

<<商务英语综合教程>>

图书基本信息

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内容概要

《全国高等学校商务英语精品教材：商务英语综合教程（4）》为商务英语专业或英语专业商务方向基础课程编写，旨在提高学生的语言知识和应用能力、社会文化知识、商务知识以及学习能力。

书籍目录

Unit 1 The Nature of Politics: Realism and Idealism Warm-up Activities Listening & Speaking Intensive Reading The Nature of Politics: Realism and Idealism Extensive Reading Criticisms of Congress Reading & Writing The American Presidency Unit 2 International Relations Warm-up Activities Listening & Speaking Intensive Reading Balances and Imbalances of Power Extensive Reading What the United Nations Needs Reading & Writing South-South Cooperation: Trade as a Means Unit 3 Peace and War Warm-up Activities Listening & Speaking Intensive Reading What Causes War ? Extensive Reading Six Conditions Create Way to Peace Reading & Writing Peace and Security Begins with Youth Unit 4 Business Ethics Warm-up Activities Listening & Speaking Intensive Reading A Reflection on Business Ethics Extensive Reading Corporate Philanthropy Responds to Disasters Reading & Writing A Question of Business Ethics Unit 5 Money and Banking Warm-up Activities Listening & Speaking Intensive Reading Inflation, Banking, and Economic Growth Extensive Reading Younger Americans Going Deeper into Debt Reading & Writing Sales Contract Unit 6 Investment Warm-up Activities Listening & Speaking Intensive Reading Essentials of Investing Extensive Reading Stock Market Strategies That Make a Difference Reading & Writing 7th Films Inc. Investment Proposal Unit 7 Globalization Unit 8 Leadership Unit 9 Logistics Unit 10 Corporate Culture Unit 11 International Business and Law Words & Expressions

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编辑推荐

《全国高等学校商务英语精品教材：商务英语综合教程（4）》特色：“语言”——重视语言基本功和语言综合训练 “人文”——从日常生活到社会生活，逐渐扩展学生的视野 “商科”——涉及经济、贸易、金融、管理、营销等 配套资源 《教学参考书》（1~4）提供课文讲解、答案、录音文本和两篇课文译文； 《学·练·考》（1~4）设计了综合性巩固练习，供学生自主学习使用；书后附MP3光盘，包含综合教程和学·练·考的录音。

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