

<<新编商务英语>>

图书基本信息

书名：<<新编商务英语>>

13位ISBN编号：9787040353051

10位ISBN编号：7040353059

出版时间：2012-8

出版时间：高等教育出版社

作者：虞苏美，张春柏总

页数：129

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>

## <<新编商务英语>>

### 内容概要

《新编商务英语（第2版）听力教程3》为《新编商务英语（第二版）听力教程》第三册，共15个单元及期中、期末两篇测试题。

每单元由4个部分组成：前3个部分的内容涉及贸易、投资、金融、股票、保险、物流、快递、谈判及网上交易等各类商务活动，其中第一、二部分拟用于课堂教学，第三部分可用作课外练习，教师和学生可根据教学实际灵活使用。

第四部分为幽默故事，旨在活跃教学气氛、增强趣味性的同时，帮助学生增强语感，提高听力。

## 书籍目录

Unit 1 Part IA. What Is Exporting? B. The Importance of Export Trade Part IIA. Export Market Research B. Variables in Marketing Part IIIA. Exporting Procedures (1) B. Exporting Procedures (2) Part IV The World of Humor Unit 2 Part IA. Some Special Terms in Export Trade B. Importance of Export Pricing Part IIA. Setting Export Prices - Cost Considerations B. Long Champ Makes Big China Strides Part IIIA. Business Inquiries (1) B. Business Inquiries (2) C. Business Inquiries (3) Part IV The World of Humor Unit 3 Part IA. Foreign Investment (1) B. Foreign Investment (2) Part IIA. Investment Wisdom from Warren Buffett B. Investment Environment Part IIIA. Establishing Joint Ventures B. Preferential Policies Part IV The World of Humor Unit 4 Part IA. Stock B. Stock Market Part IIA. Stock Value and Indexes B. The Risk Investment Part IIIA. Warren Buffett - Ace Stockpicker B. George Soros - The Man Who Moves Market Part IV The World of Humor Unit 5 Part IA. Stock Exchange B. A Bull and a Bear Market Part IIA. Understand the Stock Market B. How to Start an Investment Part IIIA. How to Be a Successful Stock Investor B. Stock Market Tips Part IV The World of Humor Unit 6 Part IA. What Is Insurance? B. Insurance Is a Necessity Part IIA. Buying Insurance B. Health Insurance Part IIIA. Questions to Expect When Applying for Insurance B. Insurance Companies Part IV The World of Humor Unit 7 Part IA. Life Insurance Basics B. Property Insurance Companies Part IIA. How to Buy Good Health Insurance B. Travel Insurance Part IIIA. Screen Out Good Insurance Risks from Poor Ones B. Tips for Buying Insurance Part IV The World of Humor Unit 8 Part IA. Promotion Strategies B. A Promoting Project Part IIA. Giving Business Presentations (1) B. Giving Business Presentations (2) Part IIIA. A Sales Presentation (1) B. A Sales Presentation (2) Part IV The World of Humor Test One Part I Part II Part III Part IV Part V Unit 9 Part IA. Why Is Finance Important? B. Financial Market Part IIA. The Problem of Inflation B. Dollars in the World Market Part IIIA. Credit Cards B. Shanghai's Financial Industry Part IV The World of Humor Unit 10 Part IA. Stock Market's Miracle Man B. Seeking the Gold Apple Part IIA. Steve Jobs B. Giorgio Armani Part IIIA. Forbes Rich List - World's Billionaires in 2011 B. Founder of the Google Search Engine Part IV The World of Humor Unit 11 Part IA. Rail Freight and Road Transport B. Ocean Freight and Air Freight Part IIA. Physical Distribution B. Containerization A. Mode of Transportation B. Shipping Goods Part IV The World of Humor Unit 12 Part IA. Shipping with an Expert B. Easy Steps to Preparing Your Package Part IIA. Background of DHL Worldwide Express B. Choosing Shipping Options Part IIIA. Introduction of DHL-Sinotrans B. Philosophies of DHL-Sinotrans Part IV The World of Humor Unit 13 Part IA. What Is E-commerce? B. What Is A Weber? Part IIA. Sales of Real Estate on the Internet B. How to Make Money on the Internet? Part IIIA. Email Marketing Tips B. Email Marketing for Your Online Business Part IV The World of Humor Unit 14 Part IA. Business Unusual for Private Eyes Detective Agencies Seek Legal Trade Status B. Hunting Down the Unfaithful Part IIA. Remittance Business Grows B. Arbitration Thrives in China Part IIIA. New Firm Sells Bargains B. Clubs Teach Kids Investment Part IV The World of Humor Unit 15 Part IA. Cross-cultural Negotiations B. The Concept of "Face" Part IIA. Cross-cultural Negotiating Tips B. Different Negotiating Styles Part IIIA. Negotiating in Japan B. A Negotiation Part IV The World of Humor Test Two Part I Part II Part III Part IV Part V

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>