

<<领先商务英语阅读-3>>

图书基本信息

书名：<<领先商务英语阅读-3>>

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内容概要

《领先商务英语专业系列教材：领先商务英语阅读（3）》为了保证教材编写的质量，《领先商务英语专业系列教材：领先商务英语阅读（3）》的编写组成员由经、管、法、文等多学科的教授、副教授，博士和在职博士为主体组成。

经、管、法的教师主要负责每册四个模块的课文内容选材，横向把握学科知识的合理性，纵向把握整套教材中每个学科的完整性。

英语教师主要负责把握课文英语语言的难易程度、文章难点的注释及阅读练习的编写。

这样的编写团队无论从商务专业角度还是从英语语言角度来看都是一支最为合理的组合。

书籍目录

Unit 1 Multinational Corporations Text A : Multinational Corporations : Myths and Facts Text B : The New Multinational : Lilliputian, not Leviathan
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Unit 14 Intercultural Alliances Text A : Managing Alliances Across Cultures Text B : Joint Venture Between Toshiba and Motorola
Unit 15 Financial Personnel Text A : International Financial Advisors Text B : Training the Face of Your Firm
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