

<<商务英语翻译教程>>

图书基本信息

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## <<商务英语翻译教程>>

### 内容概要

韩敏等编著的《商务英语翻译教程》是专门为高职高专英语翻译教学所编写的。本着“实用为主、够用为度”的指导思想，按照外经贸工作的实际需求，针对高职高专学生的学习特点，本书将常用商务文本分为四大模块，以大量实例解析各种商务文本的翻译技巧。本书着重翻译实务，尽量使用通俗易懂的语言讲解较为抽象的翻译理论，力求使学生掌握实用的商务英语翻译能力。

#### 《商务英语翻译教程》

适用于高职高专院校商务英语专业翻译课程教学，也可供国际贸易、国际商务等相关专业作为选修课之用，同时也可供从事翻译、外事、外经贸、旅游等涉外人员及有较好基础的英语自学者使用。

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Module 1 Merchant/Investment Inviting 招商引资

Task 1 Name Cards 名片

Warm-up: Have a Try

Background: Learn Something About Name Card

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

Extend Your Eyes

Task 2 Enterprise Profile 企业形象

Warm-up: Have a Try

Background: Learn Something About Enterprise Profile

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

Extend Your Eyes

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Warm-up: Have a Try

Background: Learn Something About Commercial Advertisements

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Module 2 Foreign Trade Operatio 外贸业务

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Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 5 Instruction Manual 产品说明书

Warm-up: Have a Try

Background: Learn Something About Instruction Manual

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 6 Business Documents 商务单证

Warm-up: Have a Try

Background: Learn Something About Business Documents

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 7 Business Contract 商务合同

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Warm-up: Have a Try

Background: Learn Something About Business Contract

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Module 3 Routine Activities 公司日常活动

Task 8 Routine Files 日常办公文本

Warm-up: Have a Try

Background: Learn Something About Routine Files

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 9 Business Travel 商务旅游

warm-up: Have a Try

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Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Warm-up: Have a Try

Background: Learn Something About Celebration and Press Release

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 11 Market Investigation 市场调研

Warm-up: Have a Try

Background: Learn Something About Market Investigation

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Module 4 Enterprise Management 企业管理

Task 12 Office Sign 办公标识语

Warm-up: Have a Try

Background: Learn Something About Office Sign

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 13 Application Documents for Studying Abroad 出国文书

Warm-up: Have a Try

Background: Learn Something About Application Documents

Discussion: Talk About How to Do the Task Well

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Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Task 14 Merger and Acquisition 企业并购

Warm-up: Have a Try

Background: Learn Something About Merger and Acquisition

Discussion: Talk About How to Do the Task Well

Follow-up: Do It Yourself

Homework: Practice Makes Perfect

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Reference Veion 参考译文

Bibliography 参考文献

## <<商务英语翻译教程>>

### 编辑推荐

韩敏等编著的《商务英语翻译教程》以外经贸工作的实际需求为出发点，以就业为导向，以职业能力为核心，针对典型工作任务所需的理论知识和实践技能要求，将各种工作任务分为四大模块，内容涉及各种公司业务常用的商务文本，力图通过模块化训练，使学生能够结合语言技能和商务知识，较为全面地掌握实用商务英语翻译技能，从而能基本胜任涉外行业的翻译工作。同时，也可进一步培养职业能力。

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