

<<会展实务英语教程>>

图书基本信息

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作者：朱学宁，杨国民，舒立志 主编

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内容概要

我国的会展在不同区域的发展是不平衡的，且与欧洲会展发达的国家之间还存有较大差距。近年来德、英、法、美等国会展企业纷纷落户我国，对会展从业人员外语方面的要求日渐趋高。从会展工作实际情景来看，英语在会展活动的组织、服务、接待、营销和谈判等方面都起着至关重要的作用。

学生一旦能够在工作岗位上用英语解决他们遇到的具体问题，反过来又会增强他们使用英语的热情。

《会展实务英语教程》以展会主办方的视角出发进行编写，分为展览和会议两部分。

《会展实务英语教程》以展会项目运作流程为主线，体现英语在展会工作中的实际运用。

每个单元都以听和读的言语输入作铺垫，为学生的英语口语表达输出做准备，避免简单、空洞的模仿。每个单元都辟有专门的模块讲解展会常用的应用文，使学习者能在听、说、读、写、译方面得到全面均衡的发展。

《会展实务英语教程》内容涉及会展业发展、展览市场调研、展览项目策划、展览广告、展览营销、展览招商、第三方服务合同管理、企业参展、现场管理与服务、展会评估、会议策划及实施、会议现场服务及会后旅游与奖励旅游等方面。

《会展实务英语教程》每个单元由一个知识模块和五个学习模块组成。

Knowledge

Linking简明扼要讲解本单元涵盖的知识要点；Warming-up模块，通过讨论、匹配和听音来热身

；Things to Read

and Translate模块，引导学生研读主课文，完成阅读理解、专业词汇匹配和翻译等练习，积淀言语输出的素材；Listening

and Speaking模块，强化学生的听写练习、瞬间记忆的复述练习和情境会话能力的培养；Things to

Write模块呈现展会中常见的应用写作，通过例文、模板、写作要点提示和实际动手，培养学生写的能力；Further Things to

Read与Things to Read and

Translate形成补充关系，意在为学生能更多地接触英语，提供与该单元主题相关的素材。

书后有词汇和专业术语的总汇，并选取了三个附录：市场调研、参观预注册登记表、问卷调查，以供学习者在需要时参考使用。

《会展实务英语教程》适合已学习了一年基础英语的高职高专学生使用，生词的选取以B级后词汇为依据(个别有特别含义的单词除外)，注音则采用新课标后通用的国际音标形式。

本书由朱学宁等主编。

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编辑推荐

《高职高专“十二五”规划教材·行业英语系列：会展实务英语教程》以展会主办方的视角出发进行编写，分为展览和会议两部分，内容涉及会展业发展、展览市场调研、展览项目策划、展览广告、展览营销、展览招商、第三方服务合同管理、企业参展、现场管理与服务、展会评估、会议策划及实施、会议现场服务及会后旅游与奖励旅游等方面。

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