

<<商务英语阅读>>

图书基本信息

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内容概要

《高职高专商务英语、应用英语专业规划教材：商务英语阅读》根据商务英语的特点及培养目标，针对高职高专学生的知识水平，采用“商务+文化+语言”模式，将商务理念、商务案例、商务文化、商务英语语言有机融为一体，内容涉及商务活动的各个重要领域，如经济改革、经济理论、国际贸易、金融和保险、证券和投资、企业管理、市场营销、商业经营与广告、世界贸易组织等，反映当今商务领域的现状与发展趋势。

在编写设计时特别注重把握商务活动主题的涵盖面、商务知识的系统性、商务文化知识的广泛性以及语言技能与商务知识的平衡性，使学生能够基本掌握商务英语独特的语言现象和文体风格，提高阅读和分析能力，最终从整体上提高英语语言水平和跨文化交际的能力。

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GLOSSARY

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members upon death. Guilds in the Middle Ages served a similar purpose. The Talmud deals with several aspects of insuring goods. Before insurance was established in the late 17th century, "friendly societies" existed in England, in which people donated amounts of money to a general sum that could be used for emergencies.

Separate insurance contracts (i.e, insurance policies not bundled with loans or other kinds of contracts) were invented in Genoa in the 14th century, as were insurance pools backed by pledges of landed estates. These new insurance contracts allowed insurance to be separated from investment, a separation of roles that first proved useful in marine insurance. Insurance became far more sophisticated in post-Renaissance Europe, and specialized varieties developed. Toward the end of the seventeenth century, Londons growing importance as a centre for trade increased demand for marine insurance. In the late 1680s, Mr. Edward Lloyd opened a coffee house that became a popular haunt of ship owners, merchants, and ships captains. and thereby a reliable source of the latest shipping news. It became the meeting place for parties wishing to insure cargoes and ships, and those willing to underwrite such ventures. Today, Lloyds of London remains the leading market (note that it is not an insurance company/ for marine and other specialist types of insurance, but it works rather differently than the more familiar kinds of insurance. Insurance as we know it today can be traced to the Great Fire of London, which in 1666 devoured 13,200 houses. In the aftermath of this disaster, Nicholas Barbon opened an office to insure buildings. In 1680, he established Englands first fire insurance company. "The Fire Office", to insure brick and frame homes.

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