

<<职场商务英语>>

图书基本信息

书名：<<职场商务英语>>

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内容概要

《全国高等职业教育“十二五”规划教材：职场商务英语（录音制品MP3）》基于商务工作主要流程的先后顺序编排，分为公司模块、客户开发和接待、产品的促销与推广以及产品进出口四个学习模块，共24篇课文。

其中，第一模块按照选择商务组织形式 - 公司成立 - 设置机构 - 公司文化 - 公共关系分为5个学习情境；第二模块按照电话开发业务 - 办公室开发业务 - 商务娱乐 - 海外开发业务分为4个学习情境；第三模块按照营销的调研 - 策划 - 实施的过程分为5个学习情境；第四模块按照业务准备工作 - 交易磋商 - 签订合同 - 履行合同的步骤分为10个学习情境。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。

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章节摘录

The sole proprietorship is the easiest form of business to start. The main advantage is that the owner has exclusive control over its operations. As to the disadvantage, it is often difficult for the owner to raise large sums of money owing to the limited ability to repay loans by an individual's assets. The general partnership form of organization involves two or more persons and is more complex than the sole proprietorship. Each partner may receive different shares of the profits depending on their investment or contribution. Whenever a member leaves or a new member is added, the firm must be restructured as a new partnership. Partnership is classified as either general or limited. General partners manage and control the partnership and all partners enjoy unlimited liability. Limited partners have limited liability, that is, their liability is limited to the extent of their investment in the partnership, and they do not participate in the management or control of the partnership and as long as they comply with state law. Limited partners have no control over the everyday management of the partnership, whereas general partners have a voice in the everyday management.

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