

<<新经济管理英语>>

图书基本信息

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内容概要

本书是为管理专业本科及MBA硕士研究生编写的专业英语教程。全书分为9个模块(Section) 18个单元(Unit), 其内容涵盖管理与决策、经济学、组织行为与人力资源、市场营销、生产与运营管理、战略管理、会计与财务、项目管理、信息与知识管理等方面, 选文语言规范准确, 体裁多样。

每个单元由精读、泛读、专业词汇注释、练习4部分组成。

本书采用模块化设计, 与学生所学专业内容结合紧密, 针对性强, 能激发学习积极性。

通过本书的学习, 学生可以有效地掌握经济、管理方面的专业词汇, 提高阅读和写作能力。

本书除了用于管理和经济专业本科及MBA硕士研究生专业英语教材外, 也可作为其他相关专业的专业外语教材, 以及相关专业人士英语自学材料。

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编辑推荐

朱煜明主编的《新经济管理英语》根据管理和经济专业核心课程的设置情况，采用系统的模块（Section）式课程设计。

课程内容设计成相对独立的多个模块，每个模块对应一门核心课程，每个模块根据内容的多少，分为2个讲授单元（Unit），这样可以使学生较为系统和全面地掌握各主要管理领域的英文专业知识。

《高等院校十二五规划教材：新经济管理英语》共9个模块18个单元，其内容涵盖管理与决策、经济学、组织行为与人力资源、市场营销、生产与运营管理、战略管理、会计与财务、项目管理、信息与知识管理等方面。

每个单元分为精读、泛读、注释和练习等部分。

每单元的练习以写作和翻译为主，写作练习采用研究生入学考试和PETS5考试写作考题形式，即Summary写作和Case写作。

这样在提升学生专业英语知识的同时，又可提高学生的写作和应试能力。

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