

<<商务英语基础阅读>>

图书基本信息

书名：<<商务英语基础阅读>>

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内容概要

《商务英语基础阅读》作为大学英语素质教育拓展课程的参考教材，以商务环境中常见的话题为基础，辅以相关的阅读材料和配套的课后习题，旨在满足广大非英语专业学生对商务英语知识的需求，提高学生商务英语基础知识水平和语言表达的能力，为其今后的工作和继续学习打下良好的基础。

《商务英语基础阅读》共十个章节。

每章节包含知识预测、知识概述、知识复习和知识拓展四个板块。

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章节摘录

The conventional marketing mix can no longer be the prime consideration now that customers may be influenced by the social and environmental record and the degree of corporate responsibility, demonstrated by the company behind the product or brand. The public will be more interested in what a company actually does than in what it says and advertises. Ethical marketers should ideally embrace such principles as honesty and fairness where products are fit for purpose and accurately described; taking responsibility for their products and strategies; transparency encompassing openness, good communication and accountability; and respect in relation to consumer rights, their rights of redress and privacy. The American Marketing Association commits itself to promoting the highest standard of professional ethical norms and values for its members (practitioners, academics and students). Norms are established standards of conduct that are expected and maintained by society and / or professional organizations. Values represent the collective conception of what communities find desirable, important and morally proper.

Ethical Norms

- Do no harm. This means consciously avoiding harmful actions or omissions by embodying high ethical standards and adhering to all applicable laws and regulations in the choices we make.
- Foster trust in the marketing system. This means striving for good faith and fair dealing so as to contribute toward the efficacy of the exchange process as well as avoiding deception in product design, pricing, communication, and delivery of distribution.

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