

<<商务英语会话>>

图书基本信息

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前言

近年来，我国对外开放的力度日益扩大，商务活动更加频繁，商务英语进入了一个全新发展的阶段。

商务英语不仅是我国目前从事或即将从事涉外商务人员的有效工具，而且也是他们在这个经济全球化时代中竞争能力和业务素质的重要体现。

尤其在中国加入WTO之后，竞争围绕着经济、金融和贸易激烈地展开，而这些领域里的商务活动大多是以英语作为交际语言来进行的。

因此，我国对既懂国际经贸知识，又熟练掌握商务英语的人才需求越来越大，培养和造就一大批这类人才已成为当务之急。

正是在这种形势下，我们编写了《商务英语会话》一书，希望能够帮助那些有志在商务方面大显身手的读者在短时间内迅速有效地提高商务英语水平。

本书共分4个部分：“商务生活”、“商务交流”、“商务实务”和“其他商务环节”；每个部分由16至19个单元组成；每个单元包括“常用句型”、“情景对话”和“重要词语”三部分内容。

全书通过70个经典会话场景反映出各种商务活动中语境真实、对话生动、语言地道的特点。

本书收集的常用句型和重要词语都与所列举的各种商务场景有关，实用、地道、出现率高，便于读者熟悉掌握，有利于读者在提高英语水平的同时，丰富自己的商务知识。

本书体现了如下特点：情景真实、对话生动，用法地道、语言规范，琅琅上口、实用性强，涵盖面广、重复率高，举一反三、一语多说，通俗易懂、知识性强。

我们真诚希望此书能成为读者在商务领域成才的好帮手。

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内容概要

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章节摘录

B : That means Beijing opera did not originate in Beijing. A : No. But it got its recognition and development in Beijing. B : Oh , I see. A : It is a unique performing art that integrates singing , dialogue , acting and acrobatics. The characters of Beijingopera are divided into four groups. They are Sheng , Dan , Jing , and Chou. B : What do all the characters mean respectively ?

A : Sheng is the male role. Dan is the female role. Jing is the painted face and Chou is the clown. Their costume and make-up make you easily tell them. The patterns and colors on their "painted" faces show different symbolic meanings. B : Can you give me some examples ?

A : For example , if red is the main color of the face , it stands for loyalty , blue for cruelty , yellow for cunning , and white for treachery. B : It sounds interesting. A : What is more interesting about Beijing opera is that there used to be no fe-male performers in the past and all the roles were played by males. Ofcourse , now things have changed , and there are both male and female per-formers in Beijing opera. B : Would you please tell me something about Beijing operas themes ?

A : OK. The themes of Beijing opera mainly come from historical events , fic-tional tales , folk stories and classical literature. And many modern ones deal with the present reality. B : It seems to me that Beijing opera is a colorful and diverse art. A : Yes , it is. So youd better enjoy more of Beijing opera later. B : I will. Thank you very much.

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