

图书基本信息

书名：<<商务英语综合教程学生用书（第三册）>>

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作者：龙毛忠 编

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## 前言

进入大众化教育以来,中国高等学校英语专业的培养目标和培养模式日趋多样化。其标志性变化就是传统的英语语言文学专业裂变成商务英语专业和翻译专业,从而形成了英语、商务英语和翻译三足鼎立的局面。

虽然国内学者仍就这三个专业的共同性和差异性争论不休,但是教育部批准设立上述专业,既是顺应社会经济发展对各种英语人才需要的体现,也反映出单纯的英语语言文学专业人才的需求在减少。

截止目前,已有上海对外贸易学院、对外经贸大学、广东外语外贸大学等7所高校被正式批准招收商务英语专业的学生,众多高校还在积极申请开办这一新专业。

此外,据不完全统计,全国有500多所高校开设了商务英语课程。

这些事实说明商务英语专业发展趋势良好,前景广阔。

众所周知,不管英语专业如何裂变,必须要让学生打好语言基本功,掌握听说读写译的技能,只有这样才能进行语言交际。

交际法认为,人们对语言的掌握是在交际过程中“习得”的。

语言交际的环境越真实,就越能够掌握有效的交际能力。

有鉴于此,学习真实的语言交际材料,尤其是商务语境下的语言材料,就能够缩短课堂教学与实际生活、工作的差距,学以致用,进行有效的商务沟通。

基于这种认识,我们试图打破传统教材先学“阳春白雪”的语言,然后再进行商务“嫁接”的模式,而是从一开始就让学生置身于商务语境,学习商务基础理论和知识,直接进行商务实践的训练,从而为将来的职场竞争打好基础。

实践证明,直接学习商务英语教材而不是基础英语,也能打好语言的基本功。

据调查,许多普通高校英语(商务英语方向)专业的学生直接学习商务英语教材,四六级通过率依然分别保持在98%和85%以上,商务英语专业学生的就业率一直在99%以上,比其他相关专业学生更具竞争力。

## 内容概要

《商务英语综合教程》共分四册，每册12个单元，内容包括经济、管理、国际法和跨文化四大模块，每单元均由TextA、TextB、TextC及相关练习组成。

Text A侧重商务词汇、语法知识及篇章理解。

Text B着力培养学生的商务英语口语和写作能力等交际能力。

Text C主要是提高学生的听力技能和人文底蕴。

本套教材主要适用于全日制商务英语专业或者英语（商务英语方向）专业的一二年级大学生，也可作为全日制非英语专业学生的选修课教材或行业培训教材。

教材分学生用书和教师用书。

书籍目录

Unit One Keys to Being a Successful Entrepreneur Text A Seven Key Qualities of Successful Entrepreneurs  
Text B Case Study: Shahnaz Husain -- The Archangel of Herbal Beauty Text C Entrepreneurs Share  
Courage, Other Common Traits Unit Two Office Politics Text A Managing Office Politics Text B Case  
Study: Ask Annie -- HOW to Survive Office Politics Text C Power Plays Unit Three Real Work at Home Jobs  
Text A Home-Based Business Text B Case Study: StartupNation Home-Based 100 -- 10 Top Home  
Businesses in 10 Categories Text C How to Start Your Own Business. Unit Four Employee Turnover Text A  
Glad To See You Go : The Benefits of Employee Turnover Text B Case Study: Why are We Losing All Our  
Good People? Text C Overcoming Job Burnout Unit Five Customer Management Text A Surviving in the  
Age of Rage Text B Case Study: The Right Way to Manage Unprofitable Customers Text C Air Rage Unit Six  
Market Expansion Text A How to Expand Your Market Text B Case Study: Golden Arches Galore Text  
C Grow Your Business Unit Seven Localization Strategy Text A Localize Your Product to Globalize Your  
Business Text B Case Study: Going Local Text C What Is Localization? Unit Eight Monopoly Text A The  
De Beers Story: A New Cut on an Old Monopoly Text B Case Study: Grounds for a Lawsuit -- Indie Coffee  
Shop Owner in Wash. , Deems Starbucks Predatory Text C Blood Diamond: Africa Unit Nine Global Tourism  
Text A The Tourism Time Bomb Text B Case Study: Global Expansion for French "24-hour Receptionist"  
Kiosks Text C Tower of London -- The Most Haunted Building in London Unit Ten Green Business Text A  
Is Earth Day the New Christmas? Text B Case Study: RecycleBank and Texas Instruments Make an  
Environmental Difference Text C The New American Buzzword is "Green" Unit Eleven The Beauty Industry  
Text A Beauty Industry Needs Facelift Text B Case Study: Unilever Gives "Ugly Betty" a Chinese Makeover  
Text C Indian Male Beauty Industry Booms Unit Twelve A Return to Thrift Text A The Seven Deadly Sins  
That Lead to Debt Text B Case Study: Coffee, Lipstick and Economy Text C Top Five Money Mistakes Men  
Make

章节摘录

1. Common sense     Studies show that most successful businessmen consider common sense as the foundation of their success. Common sense is defined as an ability to make sound judgments on the issues, which you encounter in everyday situations. Good judgment depends on acquired knowledge and past experience. The combination of these two creates necessary prerequisites in developing common sense in a person. Common sense allows you to understand complex issues in simpler terms and get into the core of a problem.

2. Specialized knowledge of your field     It is easier to start a successful business, if you have deep knowledge of the business field that you decide to pursue. About half of all home-based start-ups are launched by people who decide to use the knowledge, which they gained from their previous work experience of a particular niche area. Philip Green<sup>7</sup>, a billionaire, who made his fortune in garments retailing, claims that cornerstone<sup>8</sup> of his success is his knowledge of rag trade<sup>9</sup>. He, presumably, can price a fabric simply by rubbing it between his fingers. Just by looking at a rack of coats he can predict which ones won't sell next season. That's the kind of knowledge required in order to become successful in entrepreneurship. Around 45 percent of all start-ups fail to survive more than two years.

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