

<<商务英语精读.第2册>>

图书基本信息

书名：<<商务英语精读.第2册>>

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### 内容概要

《商务英语系列教材：商务英语精读（2）（完整版）》重视学习文化和学习语言的关系，在单元主题的遴选以及课文和练习的选材上，刻意为学生提供各种文化知识背景，其中包括商业文化知识背景。

为提高学生的文化意识，《商务英语系列教材：商务英语精读（2）（完整版）》还着重对不同文化之间的差异进行了比较。

《商务英语系列教材：商务英语精读（2）（完整版）》尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点，即在培养学生英语语言能力的同时，让学生熟悉各种商务活动，了解相关的商务知识，这是本书的一大特色。

基于此，本书为学生提供了许多商务方面的阅读材料，内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域，使学生在学习语言的同时，也掌握了必要的商务知识。

## 书籍目录

Unit 1 Management Reading Areas of Management Reading The Structure of a Company Special Use Subject and Verb Agreement ( 2 ) Extended Activities Word Formation Suffixes -er, -or, -ant, -ent Function and Structure Making Appointments Practical Reading Company Organization Business World Levels of Management Unit 2 Interview Reading How to Shine at a Job Interview Reading Types of Interview Special Use Plural Forms of Nouns Extended Activities Word Formation Suffixes -ness, -ship, -hood, -ion, -ism, -ment Function and Structure Interviewing People Practical Reading Curriculum Vitae and Application, Letters. Business World How Do You Handle Trick Questions? Unit 3 Trademark Reading What is a Trademark? Reading Protecting a Trademark Special Use Indefinite Pronouns Extended Activities Word Formation Suffixes -age, -a/ ence, -al, -ity, -cy, -th, -ery Function and Structure Expressing Intention Practical Reading Case Study: Caferoma Business World Selecting Brand Names Unit 4 Successful Businessmen Reading Focus on Douglas Ivester, CEO of Coca-Cola Reading Matsushita: The World's Greatest Entrepreneur? Special Use Adjectives Used To Describe Human Beings Extended Activities Word Formation Suffixes -able/ -ible, -al -ant/ -ent, -ary/ -ory, -an/ -ian Function and Structure Agreeing and Disagreeing Practical Reading Case Study: Economic Status for Investment Business World Leadership Lessons for the 21st Century Unit 5 Successful Businesses Reading Nokia: Voice from Finland Reading Canon: Sixty Years of Progress Special Use Attributive and Predicative Adjectives Extended Activities Word Formation Suffixes -ful, -less, -iz/ ical, -ish, -ive/tive Function and Structure Asking for and Giving Opinions Practical Reading A Comparison of Two Businesses Business World Division of Economic Activities and Occupational structure Unit 6 Plant Reading “ Have You Seen the Tree? ” Reading A Promise of Flowers Special Use Words or Expressions Denoting Frequency and Accuracy Extended Activities Word Formation suffixes -ly, -y, -like, -ous, -some Function and Structure Showing Satisfaction, Boredom and Displeasure Practical Reading Tabl—a Record of the Monthly Expenses Business World The Language of Flowers Unit 7 Men and Women Unit 8 Auction Unit 9 Money Unit 10 Banking Unit 11 Shopping Unit 12 Stock Exchange Unit 13 Health Unit 14 Meetings Unit 15 Exhibition

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