

<<商务英语听力4>>

图书基本信息

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内容概要

《商务英语系列教材：商务英语听力（4）（学生用书）（完整版）》共15个单元。每单元由4个部分组成，前3个部分内容涉及代理、金融、专利、契约、保险、航空、餐饮、会展、物流、投资、电子商务、连锁经营、市场竞争、售后服务、兼并重组、IT产业、经济全球化、北京奥运等各类商务活动，其中第 1、2 部分拟用于课堂教学，第 3 部分用作课外练习，教师和学生可根据教学实际灵活使用，最后是幽默短文，旨在活跃教学气氛，帮助学生提高听力，增强语感。

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书籍目录

Unit OnePart A. BrokersB. A Product ManagerPart A. Relationships with Different Kinds of PeopleB. Relationships between the EmployeesC. Business PracticeD. Workers' RolePart A. AccountantB. How to Be a Successful BusinessmanThe World of HumorUnit TwoPart A. Contract Law and WarrantyB. Trademark9 Patent and Agency LawPart A. Two Managers Accused of Embezzling Hotel FundsB. Metro Sued in Station AccidentC. Court Orders Redress in Unfair Firing CaseD. Pizza Hut May Deliver Big BucksPart A. How to Claim DamagesB. Hire a Personal LawyerThe World of HumorUnit ThreePart A. Partnership B. Corporate ChainsPart A. Supermarket and IBM Have Teamed UpB. Nokia Signed Contracts with China UnicomC. Siemens Will Increase Its Investment in AsiaD. Cooperation PactPart A. Which One Is More Profitable?B. Joint VentureThe World- of HumorUnit FourPart A. CorporationsB. Transnational CorporationsPart A. Beverly Hilton Comes to TownB. FedEx Expands DeliveryC. World's Top Retailers to Invest MoreD. Promoting Trade Ties with AfricaPart A: Italian and German'Companies Merge into Giant FirmB. Nations to Seek More Trade TalksThe World of HumorUnit.FivePart A. Mana'gementB. The Modern Corporation.....Unit SixUnit SevenUnit EightUnit NineUnit TenUnit ElevenUnit TwelveUnit ThirteenUnit FourteenUnit FifteenNew Words and Expressions from Book New Words and Expressions from' Book New Words and Expressions'from Book New Words and Expressions from Book

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