

<<新编商务英语精读>>

图书基本信息

书名：<<新编商务英语精读>>

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内容概要

《新编商务英语系列丛书：新编商务英语精读（2）（学生用书）》共10个单元，每单元由阅读I（Reading I），阅读U（Reading U）以及扩展性练习（Extended Activities）组成。

《新编商务英语系列丛书：新编商务英语精读（2）（学生用书）》旨在寻求语言能力培养和商务英语知识学习的最佳结合点，即在全面培养学生英语语言综合能力的同时，熟悉各种商务活动，了解商务方面的知识。

本丛书适用于商务英语专业的学生。

《新编商务英语系列丛书：新编商务英语精读（2）（学生用书）》另配录音磁带。

书籍目录

Unit 1 Sports and Business Reading Nike , from Small Beginnings to World Giant () Reading Nike , from Small Beginnings to World Giant () Extended Activities Lexical Knowledge Function and Structure : Complimenting Practical Reading : Football and Basketball Catalogue Additional Vocabulary Business World: Brand Image Humor Time Unit 2 Ownership Reading Types of Business Ownership Reading Business in a Free Enterprise System Extended Activities Lexical Knowledge Function and Structure : Asking or Offering Favors Practical Reading: Company Relationship Additional Vocabulary Business World: Joint Venture Humor Time Unit 3 Fashion Reading Fashion Reading Very Smart Fashions Extended Activities Lexical Knowledge Function and Structure : Expressing Concern , Consolation and Encouragement Practical Reading: Bar Graphs Additional Vocabulary Business World: The Fashion Industry Humor Time Unit 4 Consumer Satisfaction Reading Bargains Reading Why People Buy? Extended Activities Lexical Knowledge Function and Structure : Complaining Practical Reading : Advertisement of Bargains Additional Vocabulary Business World: Consumer Satisfaction/Dissatisfaction Humor Time Unit 5 Education Reading Managing Your Study Time Reading Kissing the Books Goodbye Extended Activities Lexical Knowledge Function and Structure : Talking about Personal Interests Practical Reading: Notices Additional Vocabulary Business World: Vocational Education Humor Time Unit 6 Management Reading Areas of Management..... Unit 7 Interview Unit 8 Trademark Unit 9 Successful Businessmen Unit 10 Successful Businesses

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编辑推荐

《新编商务英语系列丛书：新编商务英语精读（2）（学生用书）》是全国商务英语研究会推荐教材。

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