

<<体验商务英语教师用书3>>

图书基本信息

书名：<<体验商务英语教师用书3>>

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前言

为了迎接入世挑战,满足高等院校和广大学习者提高商务英语技能的需求,高等教育出版社引进了培生教育集团出版的Market Leader和Power House系列教材,将这两套教材改编为《体验商务英语》系列教材。

该系列教材由《综合教程》、《同步练习》、《听说教程》、《教师用书》以及配套的录音带和录像资料组成。

该系列教材为学习者提供了全新的学习方式,即在体验中学习商务英语,进而提高运用英语进行商务交际的能力。

针对中国人学习商务英语的特点,改编组在原教材的基础上补充了有关商务知识的注释和有中英文注释的词汇表。

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内容概要

《体验商务英语》系列教材为学习者提供了全新的学习方式，即在体验中学习商务英语，进而提高运用英语进行商务交际的能力，该系列教材是在培生教育集团出版的Market Leader和Powerhouse系列教材的基础上改编的，由《综合教程》、《听说教程》、《同步练习》、《教师用书》和配套的录音、录像资料等组成。

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Background Books closed, find out if any of your SS are or have been involved in the music industry and briefly elicit details. Ask SS what music retailers they know (e.g. HMV, Virgin) . Find out which one (s) they use themselves and briefly elicit details of their size, positioning, history, success, etc. Tell SS they are going to read about a UK music retailer called Orbit Records. Write Locations and Products on the board. Tell SS to read Background and note down where the company is located and what products it sells. When they have finished, they compare and finalise their answers in pairs. Check the answers with the whole class and collate them on the board (Locations- London, UK, Germany; Products -CDs, computer games, videos, tee-shirts, adventure holidays, concert tickets, books, comics) .

A change of leadership Write Signs of leadership failure on the board and elicit some ideas that might apply to Orbit. Tell SS to read through the section headed A change of leadership and note down the signs of leadership failure that are mentioned. When they have finished, they compare and finalise their answers in pairs. Check the answers with the whole class and collate them on the board (poor strategy, lack of clear vision, unable to communicate well, poor morale) .

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编辑推荐

《同步练习》提供语法、词汇、写作和语音、听说练习及测试题，配有录音，可作为BEC考试的参考练习。

《体验商务英语3》特点：将国际商务活动引入课堂，体验真实的商务世界。
角色扮演和案例学习将体验式学习引向深入。
教学设计严谨，为体验式学习打好基础。
教学资源丰富，为体验式教学提供有力支持。

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