

<<财经专业英语教程>>

图书基本信息

书名：<<财经专业英语教程>>

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前言

一、修订原则 《财经专业英语教程》（第一版）在近四年的使用中，得到了全国上百所高校用户的充分肯定。

随着信息化和国内国际政治经济形势的发展，其中有的材料必须更新。

另外根据绝大部分任课老师反馈的意见，《财经专业英语教程》应该围绕所有财经专业学生的共核，回避专业性过强的材料。

根据以上两点，本版对材料的筛选和更新注重专业基础，保留了原版中大家认可的基本材料，替换了一些过时的内容，代之以Savvy Selling（网络营销）、The European Union（EU）（欧盟）

、Globalization：What Is It？

（什么是全球化？

）、APEC（亚太经合组织）、10 Benefits of theWTO Trading System（WTO贸易系统的十项实惠）等。

为便于查找，本版的每一个单元的新单词按照字母顺序排列，并附有国际音标。

二、使用对象 本教程通过三部分的内容结构、对单词的分级标记等设计，可作为大专院校财经类各专业的专业英语课教材、财经专业研究生的课外阅读材料，也可以供有一定英语基础的从事经济工作的人员自学使用。

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内容概要

本书选取了最新的国际经济信息和美国等国家财经领域中新的研究成果，内容包括企业管理、财务会计、管理会计、经济体制、市场营销、网络销售、经济全球化、证券、保险、国际金融、国际经济组织、国际贸易等各个方面。

每篇课文后附有难点注释、生词和术语表，配有阅读理解和常用财经单词及术语的练习；书后附有译文等附录。

第二版的修订更加注重专业基础，删除了专业性过强的和过时的课文，选用了国际经济活动领域有代表性的新内容，进一步注重词汇和材料的实用性，力图更适合经管类学科专业英语教学的需求和变化趋势。

本书配有方便教师教学的多种网上教学资源，获取方式见书后教学支持说明页。

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7. Simple Form, Lean Staff [Para 24] There are no correct forms of organization, only useful ones. From personal experience with my own enterprise and others, I know how easy it is to proliferate an organization chart with dotted boxes for positions that "should" exist but do not yet exist because of lack of resources. There is no inherent reason to have, for example, a vice president of engineering or a manager of human resources unless the engineering and administrative functions of the enterprise are best served by having these positions. [Para 25] The structure of the enterprise and the positions created, particularly staff (i. e. , nonlinear) positions, should be determined by the mission, strategies, and plans of the enterprise. Further, as strategies and plans change, the nature of the organization should be adapted appropriately. This requires viewing the organization as a dynamic entity that is modified to serve the enterprise's needs. [Para 26] While maintaining a simple form and lean staff is an important practice, it is not an easy practice. It is a natural tendency for people to strive for position and power, and to defend it once attained. Rather than deal with the problems associated with this tendency, management frequently ignores such problems, particularly if things are going well. Then, when the cycle changes and things are not going so well, management "discovers" that many people in the enterprise are aware of the longstanding problem and waiting for management to do something about it. At this point, there are no resources available to be creatively retraining, for example, and more drastic solutions become necessary. [Para 27] Vigilant maintenance of simple form and lean staff can help to avoid these types of problems. A complementary strategy is to adopt a human-centered approach and develop people rather than positions. In other words, by valuing people for what they provide to the enterprise rather than what their positions provide, it is possible to lessen the tendency of people to define themselves in terms of their positions.

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编辑推荐

《财经专业英语教程》特色： 《财经专业英语教程》分为三部分，第一部分着重管理和营销，第二部分为财经集合，第三部分为金融证券和国际贸易。

新增了Savvy Selling（网络营销）、The European union（Eu）（欧盟）、Globalization：What Is It？（什么是全球化？

）、APEC（亚太经合组织）、10 Benefits of theWTO Trading System（WTO贸易系统的十项实惠）等信息化和国际化领域的文章。

《财经专业英语教程》根据单词的使用频率标以分级记号，以便教师在教学过程中把握重点，适合于各级院校的财经类专业使用。

练习的设计除了主课文和阅读材料的理解外，重点放在财经术语的反复练习上，对使用频率极高的动词也安排了足够的练习。

Notes to the Passage重点讲解长句难句，为学生课后自学提供方便。

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