

<<英语泛读教程>>

图书基本信息

书名：<<英语泛读教程>>

13位ISBN编号：9787040262049

10位ISBN编号：7040262045

出版时间：2009-3

出版时间：高等教育出版社

作者：梅德明 主编

页数：248

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<英语泛读教程>>

内容概要

“ 高职高专英语专业立体化教材 ” 是普通高等教育 “ 十一五 ” 国家级规划教材。

本套教材的编写力图体现我国高职高专英语专业教学实践的特点，遵循高职高专教育 “ 实用为主，够用为度 ” 的总体指导方针，充分反映中国学生学习英语的规律和要求。

同时体现我国英语教学研究的新成果、新思维和新理念。

教材的设计充分考虑高职高专英语专业的课程设置、课时、教学要求与高职高专英语专业人才培养要求与目标，处理好打好英语语言基础与培养英语语言应用能力的关系，强调英语语言基本技能的训练与培养实际使用英语从事涉外交际活动的语言应用能力并重。

书籍目录

UNIT 1 TEXT My Financial Career TEXT The Banking Business Supplementary Reading UNIT 2
 TEXT "The ABC of the Negotiation Game" TEXT Tax Supplementary Reading UNIT 3 TEXT
 Financial Principles TEXT The Role of Banks in Theory Supplementary Reading UNIT 4 TEXT
 Being Your Own Boss TEXT The World Trade Organization Supplementary Reading Reading Skills
 UNIT 5 TEXT The Solution to Everything: HR TEXT Human Relations at Sony Supplementary
 Reading UNIT 6 TEXT The Firm (Part) TEXT Stock and the Stock Market (Part)
 Supplementary Reading UNIT 7 TEXT The Firm (Part) TEXT Stock and the Stock Market (Part
) Supplementary Reading UNIT 8 TEXT Truth in Advertising TEXT Electronic Commerce
 Supplementary Reading Reading Skills UNIT 9 TEXT And They Left... TEXT The Great Fire
 of London Supplementary Reading UNIT 10 TEXT What Ever Happened to the Paperless Office?
 TEXT The World's First Insurance Company Supplementary Reading UNIT 11 TEXT Workplace
 Trends of the Future TEXT Global Management for Global Business Supplementary Reading UNIT 1
 TEXT Carly Fiorina's Remarks at Tsinghua University TEXT What Makes a Successful Entrepreneur?
 Supplementary Reading Reading Skills UNIT 13 TEXT The Greening of Wal-Mart TEXT Let
 the Dollar Drop Supplementary Reading UNIT 14 TEXT Why I Axed Alex, the Smug City Slicker 192
 TEXT Time Management Supplementary Reading UNIT 15 TEXT whO's Drinking? TEXT A
 Bullish Outlook for the Euro Supplementary Reading UNIT 16 TEXT Gratitude Is a Great Investment
 TEXT Making the Grade Supplementary Reading References

章节摘录

The early banks in Europe were places for safekeeping of valuable items (e. g. gold and silver bullion) as people came to fear loss of their assets due to war, theft or expropriation by government. Businessmen shipping goods across the sea found it safer to place the gold and silver they were paid at the nearest bank rather than risking its loss to pirates or to storm at sea. In England during the reigns of King Henry N and Charles I, government efforts to seize private holdings of gold and silver resulted in people depositing their valuables in goldsmiths shops, who, in turn, would issue tokens or certificates, indicating that the customer had made a deposit at these businesses. Soon goldsmith tokens or certificates began to circulate as money because they were more convenient and less risky to carry around than gold or other valuables. The goldsmiths also offered certification of value services——what we today might call property appraisals. Customers would bring in gold, silver, jewels or those valuables to have an expert certify that these items were, indeed, real and not fakes——a service many banks still provide their customers.

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>