

<<职通商务英语综合教程2>>

图书基本信息

书名：<<职通商务英语综合教程2>>

13位ISBN编号：9787040302554

10位ISBN编号：7040302551

出版时间：2010-9

出版时间：高等教育出版社

作者：朱毅恒 编

页数：186

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>

<<职通商务英语综合教程2>>

前言

随着经济全球化的进一步发展,我国与世界各国的经济合作日益扩大,国际商贸交往日益频繁。在对国际化商贸人才需求日益增加的同时,社会对高素质商贸人才的英语应用能力的要求愈来愈高,进而对商务英语教学的载体——商务英语教材的编写也提出了更高的要求。

《职通商务英语》系列教材旨在提高学习者的商务英语语言交际技巧,培养其熟练掌握英语,通晓商务知识,熟悉国际商务环境,善于跨文化交际的能力,以满足现代社会对商贸人才的需求。

《职通商务英语》系列教材是在分析商贸职业人才培养目标,解构职业岗位的基础上,针对行业、企业对商贸高素质人才的要求完成单元主题及框架结构设计的。设计系统、新颖,适合高职高专经贸商务专业的学生使用。

<<职通商务英语综合教程2>>

内容概要

本书是在分析商贸职业人才培养目标，解构职业岗位的基础上，针对行业、企业对商贸高素质人才的要求完成单元主题及框架结构设计的。

设计系统、新颖，适合高职高专经贸商务专业的学生使用。

<<职通商务英语综合教程2>>

书籍目录

Unit 1 International Business Section I Lead-in Section Reading International Business Section Language Focus Vocabulary International Business Grammar Gerunds and Infinitives Translation Economic Globalization Section IV Business Writing Fax Section V Listening & Speaking Making Business Appointments Section VI Business Etiquette Etiquette of Business Appointments

Unit 2 Business Expansion Section I Lead-in Section Reading Nestle S.A. Section m Language Focus Vocabulary Business Expansion Grammar Participles Translation Company Prospectus Section IV Business Writing Resume Section V Listening & Speaking Job Interview in a Multinational Company Section VI Business Etiquette Etiquette in Job Interviews of a Multinational Company

Unit 3 Business Plan Section I Lead-in Section II Reading Market Assessment Section HI Language Focus Vocabulary Business Plan Grammar Direct and Indirect Questions Translation A Business Plan Section IV Business Writing Meeting Minutes Section V Listening & Speaking Holding a Business Plan Meeting Section Business Etiquette Etiquette for Event Planning Review 1-3

Unit 4 Business Relationships Section I Lead-in Section II Reading Corporate Sponsorship Section m Language Focus Vocabulary Corporate Sponsorship Concept Grammar The Usage of "It" Translation Business Relationships Section 1V Business Writing Letters of invitation Section V Listening & Speaking Inviting Skills Section VI Business Etiquette Business Etiquette in Corporate Events

Unit 5 Marketing Section I Lead-in Section H Reading Marketing Research Section Language Focus Vocabulary Marketing Grammar Existential Sentences Translation Marketing Activities Section IV Business Writing Marketing Research Questionnaires Section V Listening & Speaking Describing Marketing Graphs Section VI Business Etiquette Marketing Etiquette

Unit 6 Advertising Section I Lead-in Section Reading Corporate Advertising Section Language Focus Vocabulary Advertising Expressions Grammar Nominal Clauses Translation Advertising Activities Section IV Business Writing Short Reports Section V Listening & Speaking Business Telephoning Section VI Business Etiquette Advertising Etiquette Review 4-6

Unit 7 Import and Export Section I Lead-in Section II Reading Import and Export Business Section Language Focus Vocabulary Import and Export Business Words Grammar Relative Clause Translation Import and Export Activities Section IV Business Writing Letters to Establish Business Relations Section V Listening & Speaking Negotiation Skills Section Business Etiquette Global Business Dress Code

Unit 8 Investment Section Lead-in Section II Reading Investments and the Investment Process Section Language Focus Vocabulary Investment Grammar Adverbial Clause Translation Investing Activities Section IV Business Writing Credit Inquiry Letter Section V Listening & Speaking Participating in a Discussion Section VI Business Etiquette How m Avoid Problems in Discussing Investment Strategy

Unit 9 Exhibitions and Trade Fairs Section Lead-in Section Reading Trade Exhibition Trends Section Language Focus Vocabulary Exhibition and Trade Fairs Grammar Subjunctive Mood Translation Exhibition Activity Section IV Business Writing A Letter of Application Section V Listening & Speaking Questioning and Listening Skills Section VI Business Etiquette Etiquette for Trade Shows

Unit 10 Customer Relationship Management Section I Lead-in Section II Reading Manage Your Customer Care Section m Language Focus Vocabulary Customer Relationship Management Grammar Agreement of Subject and Verb Translation CRM Sentences Section IV Business Writing Letters of Appreciation Section V Listening & Speaking Approaching Customers Section VI Business Etiquette How Can Customer Service Be Friendly Review 7-10

Glossary

章节摘录

Whatever path you choose, and you may find both lucrative, do not start your own U.S.A. import-export business until you have identified the legal requirements for doing business in your country. U.S.A. import-export can be very rewarding to those willing to do the research and take the plunge. The freedom and financial dependence alone are enough. Just make sure you understand it is not a get-rich-quick scheme, but a viable avenue to fulfilling your business and life goals. The seller proceeds to prepare the cargo for shipment. When ready, the goods will be shipped on an appropriate date. This is usually before the expiry of the Letter of Credit. Before the shipment, the seller prepares the necessary shipping documents such as the invoice and packing list. The shipping documents are for submission to the bank for the purpose of negotiation for payment. It is important that the documents do not contain any discrepancy. Otherwise, the bank will hold back the payment. ...

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>