

<<商务英语阅读>>

图书基本信息

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## <<商务英语阅读>>

### 内容概要

《商务英语阅读（第2版）》从2002年出版至今已快10年时间了。在这期间，世界发生了巨变，尤其是仍在继续的这次金融危机和经济萧条给世界带来的变化如此之大，以至人们的思想观念和财经理论发生了颠覆性的变化，国际市场受到强烈震动，国际经济格局被重新洗牌。

为及时反映这些变化，使读者通过学习本教材就能基本掌握世界经济和国际市场的演变与趋势，更新、再版《商务英语阅读（第2版）》已是刻不容缓。

另外，该书自首版以来，承蒙国内商务英语界专家和同仁的厚爱，得到了大家普遍的肯定和认可，国内多所高校一直使用该书。

近年许多朋友和同仁也通过各种渠道和途径跟我联系，希望能尽快在首版的基础上再版，以便学生能紧跟国际经济形势变化。

《商务英语阅读（第二版）》在过去的岁月里为商务英语教学与研究 and 复合型商务英语人才的培养发挥了应有作用，作出了贡献，我们希望第二版能继续发挥这一功能。

《商务英语阅读（第2版）》既适用于商务英语专业的学生，也适用于对外经贸、财经金融、工商管理等专业的大学生使用，更可供从事国际商务经贸实际工作人员进修提高及社会各界人士自学之用。

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## 章节摘录

On the other hand , if some countries intervene unilaterally , nominal exchange rates are affected ; goods priced in the currency of those countries become cheaper when purchased with dollars. The experience of the 1930s shows that this sort of situation breeds trade disputes and can trigger a protectionist response. So what can be done to discourage the U.S. from retaliating against countries that push down the value of their own currencies ? The most important tool for resisting protectionist sentiment in the 1930s was a monetary policy that promoted economic growth. Such policies worked during that era , when prices were falling and unemployment was unusually high , and the situation is similar today , if not as extreme. If fears of deflation were to subside and employment were to expand more rapidly , the pressure for a protectionist response from Washington would dissipate. When the economy is performing well , currency disputes become background noise 2. ....?

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