

<<体验商务英语>>

图书基本信息

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作者：《体验商务英语》改编组 编

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### 内容概要

《体验商务英语同步练习3（第2版）》延续了第一版活泼、高效的体验式商务英语学习模式。在此基础上对听力和阅读材料进行了全面更新，紧扣时代脉搏，多维度拓展商务英语语言及交际能力，着力打造精品。

书籍目录

Unit 1 Brands Unit 2 Travel Unit 3 Organisation Unit 4 Change Unit 5 Money Unit 6 Advertising Unit 7 Cultures Unit 8 Employment Unit 9 Trade Unit 10 Quality Unit 11 Ethics Unit 12 Leadership Unit 13 Innovation Unit 14 Competition

## 章节摘录

Unit 1 Brands Translate the following sentences from Chinese into English.1 很多大公司把其网站外包给网页服务公司 (hosting company), 因为这些公司提供管理服务。

2 企业培育出牢固的品牌资产就能促进客户更高的忠诚度。

3 由于为诸如耐克公司的产品做代言人, 乔丹很快成了千万富翁。

4 纵向品牌延伸包括改变产品的配方、包装和定价, 目的是直达更多的顾客。

5 他们提出了公司是否应该为该细分市场提供服务的问题。

Translate the following passage from English into Chinese.Brand Loyalty Whether you have a small business or a big business, the customers have developed certain ideas about your company,product or service and this is called brand in a nutshell.The best way of improving your business is spreading awareness about your brand among the consumers.It seems that many of the companies have lost sight of the significance of establishing brand loyalty and it is mainly reflected in the poor quality of their product and inadequate customer service.So firstly you should improve the quality of your product as well as offer satisfactory customer service.Another important factor that contributes a lot in developing brand loyalty is advertisement and marketing.In present time,wherever we look,TV ads,banners,hoardings,magazines,billboards draw our attention and we find some or the other brand is reminding us of our need and promising to provide us with more than our expectations.When a customer comes to buy a product,a number of factors mold his/her decision of buying a product of a particular brand.The decisive factors include past experience of quality,price,word-of-mouth,customer service,brand connotation and so on.Brand loyalty occurs only when the customer is satisfied.

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