

<<新编商务英语>>

图书基本信息

书名 : <<新编商务英语>>

13位ISBN编号 : 9787040353051

10位ISBN编号 : 7040353059

出版时间 : 2012-8

出版时间 : 高等教育出版社

作者 : 虞苏美 , 张春柏总

页数 : 129

版权说明 : 本站所提供之下载的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>

<<新编商务英语>>

内容概要

《新编商务英语(第2版)听力教程3》为《新编商务英语(第二版)听力教程》第三册,共15个单元及期中、期末两篇测试题。

每单元由4个部分组成:前3个部分的内容涉及贸易、投资、金融、股票、保险、物流、快递、谈判及网上交易等各类商务活动,其中第一、二部分拟用于课堂教学,第三部分可用作课外练习,教师和学生可根据教学实际灵活使用。

第四部分为幽默故事,旨在活跃教学气氛、增强趣味性的同时,帮助学生增强语感,提高听力。

<<新编商务英语>>

书籍目录

Unit 1
Part I A. What Is Exporting?
B. The Importance of Export Trade
Part II
A. Export Market Research
B. Variables in Marketing
Part III
A. Exporting Procedures (1)
B. Exporting Procedures (2)
Part IV
The World of Humor
Unit 2
Part I A. Some Special Terms in Export Trade
B. Importance of Export Pricing
Part II
A. Setting Export Prices - Cost Considerations
B. LongChamp Makes Big China Strides
Part III
A. Business Inquiries (1)
B. Business Inquiries (2)
C. Business Inquiries (3)
Part IV
The World of Humor
Unit 3
Part I A. Foreign Investment (1)
B. Foreign Investment (2)
Part II A. Investment Wisdom from Warren Buffet
B. Investment Environment
Part III
A. Establishing Joint Ventures
B. Preferential Policies
Part IV
The World of Humor
Unit 4
Part I A. Stock
B. Stock Market
Part II A. Stock Value and Indexes
B. The Risk Investment
Part III A. Warren Buffett - Ace Stockpicker
B. George Soros - The Man Who Moves Market
Part IV
The World of Humor
Unit 5
Part I A. Stock Exchange
B. A Bull and a Bear M4rket
Part II A. Understand the Stock Market
B. How to Start an Investment
Part III A. How to Be a Successful Stock Investor
B. Stock Market Tips
Part IV
The World of Humor
Unit 6
Part I A. What Is Insurance?
B. Insurance Is a Necessity
Part II A. Buying Insurance
B. Health Insurance
Part III A. Questions to Expect When Applying for Insurance
B. Insurance Companies
Part IV
The World of Humor
Unit 7
Part I A. Life Insurance Basics
B. Property Insurance Companies
Part II A. How to Buy Good Health Insurance
B. Travel In SUfance
Part III A. Screen Out Good Insurance Risks from Poor Ones
B. Tips for Buying Insurance
Part IV
The World of Humor
Unit 8
Part I A. Promotion Strategies
B. A Promoting Project
Part II A. Giving Business Presentations (1)
B. Giving Business Presentations (2)
Part III A. A Sales Presentation (1)
B. A Sales Presentation (2)
Part IV
The World of Humor
Test One
Part I
Part II
Part III
Part IV
Part V
Unit 9
Part I A. Why Is Finance Important?
B. Financial Market
Part II A. The Problem ofInflation
B. Dollars in the World Market
Part III A. Credit Cards
B. Shanghai's Financial Industry
Part IV
The World of Humor
Unit 10
Part I A. Stock Market's Miracle Man
B. Seeking the Gold Apple
Part II A. Steve Jobs
B. Giogio Armani
Part III A. Forbes Rich List - World's Billionaires in 2011
B. Founder of the Google Search Engine
Part IV
The World of Humor
Unit 11
Part I A. Rail Freight and Road Transport
B. Ocean Freight and Air Freight
Part II A. Physical Distribution
B. Containerization
A. Mode of Transportation
B. Shipping Goods
Part IV
The World of Humor
Unit 12
Part I A. Shipping with an Expert
B. Easy Steps to Preparing Your Package
Part II A. Background of DHL Worldwide Express
B. Choosing Shipping Options
Part III A. Introduction of DHL-Sinotrans
B. Philosophies of DHL-Sinotrans
Part IV
The World of Humor
Unit 13
Part I A. What Is E-commerce?
B. What Is A Weber?
Part II A. Sales of Real Estate on the Internet
B. How to Make Money on the Internet?
Part III A. Email Marketing Tips
B. Email Marketing for Your OnlineBusiness
Part IV
The World of Humor
Unit 14
Part I A. Business Unusual for Private Eyes
Detective Agencies Seek Legal Trade Status
B. Hunting Down the Unfaithful
Part II A. Remittance Business Grows
B. Arbitration Thrives in China
Part III A. New Firm Sells Bargains
B. Clubs Teach Kids Investment
Part IV
The World of Humor
Unit 15
Part I A. Cross-cultural Negotiations
B. The Concept of "Face"
Part II A. Cross-cultural Negotiating Tips
B. Different Negotiating Styles
Part III A. Negotiating in Japan
B. A Negotiation
Part IV
The World of Humor
Test Two
Part I
Part II
Part III
Part IV
Part V

<<新编商务英语>>

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>