

<<行业英语快速阅读教程>>

图书基本信息

书名：<<行业英语快速阅读教程>>

13位ISBN编号：9787040360608

10位ISBN编号：7040360608

出版时间：2012-9

出版时间：高等教育出版社

作者：周建惠，肖德钧 编

页数：360

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>

<<行业英语快速阅读教程>>

内容概要

《行业英语快速阅读教程》特色： 1.体现了“三服务”的高职英语教学定位 《行业英语快速阅读教程》注重阅读技能与行业信息知识的全面有效渗透。

全书各单元始终围绕行业知识来训练阅读能力，并从阅读角度来了解和熟悉行业知识。

高职学生的就业方向是一线岗位的技工，其岗位英语能力需求是获取与行业相关的英语类信息，而常用方式就是阅读。

该教材把高职英语教学和高职院校人才培养目标有机地结合在一起，体现了现代高职英语教学定位，即“为学生服务，为专业服务，为就业服务”。

2.选材新颖、具有时代气息 《行业英语快速阅读教程》基于高职院校的一般专业设置大类，有6个专业模块和1个公共模块组成。

公共模块，适合各专业的学生选学；机械行业、IT行业、机电行业、艺术行业、高分子行业、文科类等模块适合相关专业的学生选读。

每一模块单元的题材涉及该大类中的重点或普及行业，尽量考虑到覆盖面广的行业如数控、机电，同时也关注了新兴行业，如新能源，LED等，力争做到选材的时效性和历时性。

3.教学设计循序渐进 《行业英语快速阅读教程》从行业视角出发，由简单介绍行业，到熟悉行业术语，进而深入学习行业信息，层层递进；从英语阅读视角来看，由回顾阅读技巧，到泛读实战，再到快速阅读训练。

一方面，所有的任务设置围绕阅读技能的提高；另一方面，所有的选材均与行业相关，阅读与行业信息相互渗透，相得益彰，有助于学生在阅读的同时了解行业，在获取信息的同时锻炼阅读技能。

<<行业英语快速阅读教程>>

书籍目录

Unit 1 AccountingUnit 2 International TradeUnit 3 MarketingUnit 4 International SettlementUnit 5 SecretaryUnit 6 LogisticsUnit 7 Hotel ManagementUnit 8 TourismUnit 9 Numerical ControlUnit 10 Mold and DieUnit 11 Computer-aided Design/Manufacturing (CAD/CAM) Unit 12 Machinery Installation and MaintenanceUnit 13 New EnergyUnit 14 MechatronicsUnit 15 AutomationUnit 16 Household AppliancesUnit 17 Light Emitting Diode(LED) Unit 18 The Internet and the IT IndustryUnit 19 E-commerceUnit 20 Hardware and SoftwareUnit 21 Information TechnologyUnit 22 AdvertisingUnit 23 Digital MediaUnit 24 AnimationUnit 25 Product DesignUnit 26 Interior DecorationUnit 27 Polymer MaterialsUnit 28 Chemical Production TechnologyUnit 29 Polymer ProcessingUnit 30 Quality ControlKeys and Translations

章节摘录

Transport provides flexibility and exists not only as a link between the different elements of the supply-chain (raw materials to processing plant, distribution of finished goods to wholesales and retailers, return of unsold or faulty goods) but very often within elements. Most manufacturing requires work in progress to move between different processes, separated sometimes by a few hundred meters (a conveyor belt or pipeline is transport) , sometimes by thousands of miles (clothing, electronic goods, cars) , so considerable amount of transport exists within the manufacturing function as well. In order to be effective, movements organizations must operate to a set of basic principles : centralized control, regulation, flexibility and maximum utilization. Operating to these principles will ensure that the best use is made of expensive resources. This will save time and money, make the operation more profitable, and help minimize any potentially harmful effects on the environment. Because of its fundamental importance and visible cost, transportation has traditionally received considerable managerial attention. Almost all enterprises, big or small, have managers responsible for transport. In the process of operation, there are two problems which transport supply providers always have to face. Transport service cannot be stored—non-storability ; And it cannot be divided—indivisibility. Non-storability A particular problem with transport is that it cannot be stored ; it is "instantly perishable" or non-storable. If a bus, train or aircraft is to provide for a trip but all the tickets are not sold, then the operator has only two choices. Cancel the trip, which is bad for the company's image. Let the vehicle depart with empty seats (excess capacity) , which means loss income from unsold seats. These two basic characteristics apply equally to the supply of freight services. The operator of a container vessel cannot cancel its passage simply because it does not have a full cargo load. It must sail with empty or non—earning space (excess capacity) . Or else it may lose the goodwill and future business of the shippers who have booked space.

<<行业英语快速阅读教程>>

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>