

<<英语精读教程>>

图书基本信息

书名：<<英语精读教程>>

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内容概要

《研究生英语系列教程：英语精读教程》共分15个单元，每个单元由三大模块组成，即课文一、课文二和语言运用。

课文一和课文二的选文经过认真细致的筛选和改编，其特点是：内容新颖，题材广泛，难度适中。语言运用部分为结合课文设计的练习题，通过这些练习题可以使读者提高对课文的理解。

《研究生英语系列教程：英语精读教程》可供交通运输、国际航运、物流管理、物流工程专业研究生使用。

书籍目录

Unit OneText : Competence and Competitive AdvantageText : How Culturally Aware Are You ?
 Language in UseUnit TwoText : Ethics and Competitiveness——Putting First Things FirstText : Classroom
 Conundrum : Profits + Ethics = ?
 Language in UseUnit ThreeText : Global Transportation OptionsText : Holidays may be Hazardous to
 International Logistics SystemsLanguage in UseUnit FourText : Transportation Management StrategyText
 : Transportation : The Forgotten FactorLanguage in UseUnit FiveText : Careers in LogisticsText : Supply
 Chain TechnologyLanguage in UseUnit SixText : Strategic Planning for Logistics and Supply Chain
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 LogisticsText : The Challenge of Maintaining Continuous SuperiorityLanguage in UseUnit EightText
 : Organizational Culture and Ethical PracticesText : A Regional Analysis of North American
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 TradeText : Why do Countries Trade ?
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 : Collaborative SellingLanguage in UseUnit FourteenText : Science and TruthText : Cut-Price
 KillersLanguage in UseUnit FifteenText : International Trade and Economic DevelopmentText
 : International Trade and the Nation ' s Standard of LivingLanguage in UseKey to the Exercises

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