

<<工程硕士研究生实用英语教程>>

图书基本信息

书名：<<工程硕士研究生实用英语教程>>

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内容概要

《工程硕士研究生实用英语教程(学生用书)(第2版)》由李京南、林何主编,在广泛听取使用《工程硕士研究生实用英语教程》的教师和学生的意见基础上,对原教材进行了修订。

第2版保持原教材培养学生英语实际应用能力的编写目标,在教学材料的组织上进行了较大规模的调整,更换了一个单元主题,更换了五个单元的主要阅读材料,并对其他单元的学习材料、课后练习进行了适当的调整、删减和增补,使教材更贴近工程硕士研究生的实际需求,更具时代性、知识性和趣味性。

《工程硕士研究生实用英语教程(学生用书)(第2版)》由《学生用书》和《教师用书》两册组成。

《学生用书》分为15个单元,每单元包含导入、快读、精读、实用写作、补充阅读、翻译技巧六个部分,内容涉及工程硕士研究生在实际工作中可能面对的技术、商务交往和管理等话题,内容丰富、选材新颖、语言难度适中、针对性强,适合工程硕士研究生的实际英语水平,符合工程硕士研究生的实际需求。

《教师用书》按单元为各部分提供相关背景知识介绍、学习重难点辅导、教学活动建议,以及练习答案,既可作为教师教学的参考,也可供学生自学使用。

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章节摘录

版权页：插图： Intensive Reading How to Entertain Clients? Samuel Hui The ability to entertain clients is one of the basic skills to have in any corporate setting. If you impress your clients, it means repeat business and other perks down the road. The trick to entertaining clients is to find out what they enjoy doing and make sure that they have a good time while in your company. But how to entertain your clients? Here is a list of alternative client-friendly activities.

Boating excursion If you can charter a yacht or rent a small boat, a boating excursion is a relaxing way to get out of the daily grind. Nature and the hypnotizing effect of the waves often have a way of soothing the spirits and provide an excellent opportunity to get to know your client. Depending on your budget, you can go for a luxury vessel or a standard power boat, both of which have their pros and cons. A yacht provides a more comfortable experience and a great opportunity for lengthy talks; however, it often costs a lot more and is only worthwhile for a full-day trip. The power boat may not be as luxurious, but it is smaller and more intimate, and you can take it out only for a couple of hours if you don't have a full day to spare. Like golf, your boating excursion may be affected by the weather, so proper planning is necessary. You might also want to make sure that your client doesn't get seasick easily.

Exclusive event Impress your client with dinner at an exclusive restaurant or a night out at a special event. Wining and dining seems to be the second most popular activity to do with clients—probably because it is the easiest—but it can be ineffective if the client is unimpressed with the venue. Therefore, make the extra effort to find a special place to dine. Many people are die-hard sports fans and will jump at the opportunity to go to a major sports game. If you land good tickets or your company has a private box, this can be the ideal way to woo your client. Unfortunately, this has also been done a lot, but if the tickets are exclusive, your client will likely be impressed. Just don't overdo it: if you spend money like water, your client will wonder whether he is paying you too much. Other events could include gallery showings, special cocktail gatherings or even a night out at a private club.

Relaxing retreat Take time out to unwind and loosen up with a trip to the spa. Enjoy a dip in the water and some time in the sauna. This is an opportunity to slow down from the normal hectic pace of work life.

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编辑推荐

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