

<<商务英语综合教程>>

图书基本信息

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内容概要

21世纪,中国已真正步入国际化,生存、机遇、挑战和竞争给人们带来了前所未有的危机感。随着世界范围内知识共享和国际商务活动的增多,中国对高层次复合型国际商务英语人才的需求越来越大,也越来越迫切。

但是,目前具有广博的国际商务知识并熟练掌握商务英语技能的高级复合型人才为数并不多。大多数人要么只有国际商务的专业知识而没有良好的英语语言技能,要么只具有良好的英语语言技能而没有足够的国际商务方面的专业知识。

而缺乏这样的人才,中国的企业很难在国际市场上进行竞争,很难具备真正的国际竞争力。因此,我们必须大刀阔斧地调整我们的教学目的、方法和内容,在较短的时间内为国家培养出高素质、外向型、具有国际视野的复合型国际商务人才。

此类商务人才的成功培养涉及诸多环节与因素,其中至关重要的是要有一套编写意图明确、针对性强、质量高的教材,因为教材是一切教学活动得以开展、教学目标得以实现的基础与前提。由于商务英语涉及面广、专业性强,因而这方面的教材编写难度较大,导致当前的商务英语教材不尽如人意。

它们或者局限在专业领域,例如经济、金融、国际贸易等,或者局限于语言领域,只注重英语语言的听、说、读、写,给人以只见树木不见森林的感觉。

同时,随着以计算机技术和国际互联网为标志的新技术革命的发展,经贸领域的技术创新层出不穷,新的商务知识和商务语汇亦应运而生,商务英语类教材大多未能及时反映这些变化。

直接引进的国外英文教材虽然原汁原味,但大多不符合中国人的语言学习习惯,不利于有针对性地全面提高中国学生的商务英语水平。

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章节摘录

[3] The assets of the firms are on the left-hand side of the balance sheet. Assets represent how a firm has spent its time and money and are usually categorized as either current or fixed. Fixed assets are those that will last a long time, such as a building. Some fixed assets are tangible, such as machinery and equipment. Other fixed assets are intangible, such as patents, trademarks, and the quality of management. The other category of assets, current assets, comprises those that have short lives, such as inventory or accounts receivable. The products that your firm has made but has not yet sold are part of its inventory. Unless you have overproduced, the products will eventually be sold. At that time, one asset (inventory) will be converted into another (cash) . [4] Before a corporation can invest in an asset, it must obtain funding, which means that it must raise the money to pay for the investment. Many firms obtain funding from a variety of different sources. The right-hand side of a firm's balance sheet sometimes summarizes the outstanding different types of financing the firm has used, hence, we often observe a number of sources rather than just a single provider. A firm will issue (sell) pieces of paper called debt (loan agreements) or equity shares (stock certificates) . Debt obligations are owed to creditors, and the stockholders are the debtors. Typically however, shareholders have the right of limited liability, which means they are not personally responsible for repaying the firm's debt obligations. Therefore lenders base their loan decisions on their assessment of the corporation's ability (and willingness) to repay their credit obligations. Similar to our classification of assets as long-lived or short-lived, so too are liabilities. A short-term loan or debt obligation is called a current liability. Short-term debt represents loans and other obligations that must be repaid within one year. Long-term debt is debt that does not have to be repaid within one year. Shareholders' equity represents the difference between the value of the assets and the debt of the firm. These are the claims held by the owners of the corporation. In this sense, it is considered a residual claim on the firm's assets. That is, shareholders get paid only after all other financial obligations of the firm have been satisfied. [5] From the balance-sheet model of the firm, it is easy to see why finance can be thought of as the study of the following four questions : (1) In what long-lived fixed assets should the firm invest its financial resources ?

This question concerns the left-hand side of the balance sheet. Of course, the nature of the business the firm has chosen to operate in typically determines the type and proportions of assets the firm needs. We use the terms capital budgeting and capital expenditure to describe the process of committing, investment capital and managing expenditures on long-lived assets. An example would be whether Motorola should build a new manufacturing plant to meet the expected increase in demand for its cellular phone products.

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