

<<现代商务英语综合教程（第1册）>>

图书基本信息

书名：<<现代商务英语综合教程（第1册）>>

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内容概要

《现代商务英语综合教程》系列教材内容由浅入深，由普通商务常识逐渐过渡到专业性较强的商务知识，语言水平也由易到难，适用对象为大学一至三年级的学生。

本书为《现代商务英语综合教程》第一册，共十二章，按照每周4~6学时设计。

书籍目录

Chapter 1 Introduction to Business Background Case: Donald Trump Is Back Listening Reading: The Miracle of IKEA Translation Speaking Writing Additional Reading: Stay Hungry. Stay Foolish. Chapter 2 Business Recruitment Background Case: Southwest Airlines Recruitment Listening Reading: Nike's E-recruitment Strategy Translation Speaking Writing Additional Reading: Qualities Employers Seek Chapter 3 Business Communication Background Case: Whose Fault? Listening Reading: Effective Business Communication Translation Speaking Writing Additional Reading: The Great Communicators Chapter 4 Teamwork Background Case: Peter Smith Builds Up a Company with a Teamwork Culture Listening Reading: Teamwork and Team Building Translation Speaking Writing Additional Reading: The Race Between the Tortoise and the Hare Chapter 5 Business Travel Background Case: As Business Travel Increases, So Do Costs and Headaches Listening Reading: What Does My Business Benefit from Business Travel? Translation Speaking Writing Additional Reading: Facing Business Challenges at Holiday Inn Worldwide Chapter 6 Business Etiquette Background Case: What's Wrong? Listening Reading: Good Etiquette Is Good Business Translation Speaking Writing Additional Reading: Business Etiquette Is About People Chapter 7 Health and Safety Background Case: Investing in Health and Well-Being Leads to Business Success Listening Reading: Meeting Business Challenges at Johnson & Johnson Translation Speaking Writing Additional Reading: Health and Safety Makes Good Business Sense Chapter 8 Setting Up a Business Background Case: Bill Gates' Mysterious New Company Listening Reading: Building Your Business... Is Just Like Building a House Translation Speaking Writing Additional Reading: Dreaming Your Way to Success Chapter 9 Products Background Case: Pampers to Expand Product Range, Services in China Listening Reading: P&G's Quest for "Wow" Design Translation Speaking Writing Additional Reading: McDonald's: We're Lovin' It !

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