

<<综合英语阅读教程（第二册）>>

图书基本信息

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## <<综合英语阅读教程（第二册）>>

### 内容概要

本书是海南省“十二五”规划特色重点教材之一，共两册。

《新视界大学英语·高职高专精品系列：综合英语阅读教程（第2册）》为职业素质篇，以职业生涯发展为主线，使学生在学习英语语言的同时，了解职业规划的重要性以及实现人生职业目标应具备的知识、技能和素质，是一部选材实用、可读性强、操作性高的高职英语教材。

本书共12个单元，包括职业探索、职业规划、企业文化、如何成为企业优秀员工、做出色的中层管理者以及成功自主创业等。

教材内容简洁、系统，对指导学生树立正确的职业观和价值观具有积极的意义。

书籍目录

Unit One Get Your Career Started

- Text A Career Planning
- Text B Self-assessment
- Text C Career Exploration

Unit Two Know About the Company

- Text A Corporate Culture
- Text B The Functions of Corporate Culture
- Text C The Corporate Culture of McDonald's

Unit Three Be an Excellent Employee

- Text A The Attributes of a Good Employee
- Text B How to Be a Good Employee
- Text C Critical Factors in Success

Unit Four Be a Skillful Employee

- Text A How to Make Your Boss Like You
- Text B Managing Your Motions at Work
- Text C How to Work with People You Don't Like

Unit Five Detail Means Creation

- Text A How the Japanese Do Things Differently
- Text B Ethical Business Practices at Johnson & Johnson.
- Text C Wang Yung-ching——Legend of a Century

Unit Six Ignorance of Details Leads to Failure

- Text A Colgate's Distasteful Toothpaste
- Text B How Yahoo China Missed Out in China
- Text C Coca-Cola Deleting "Classic" from Coke Label

Unit Seven Be a Successful Administrator

- Text A The Role of the Manager
- Text B The Qualities of a Good Administrator
- Text C Elements of Communication

Unit Eight Skills of Management

- Text A Successful Management : The Key to Business Growth and Expansion
- Text B New Supervisor : Prepare for Your Changed Role
- Text C Management Styles of Warren Buffet

Unit Nine Teamwork

- Text A Team Building : The Seeds of Excellence
- Text B How to Build a Teamwork Culture
- Text C Teamwork and Team Building Essentials

Unit Ten Start a Business

- Text A How to Choose and Start Your Own Business
- Text B How to Become a Successful Businessman
- Text C John D. Rockefeller : Anointed with Oil

Unit Eleven Tactics of Running an Enterprise

- Text A Sam Walton : 10 Rules for Building a Successful Business
- Text B Proper Financing and Financial Controls

Text C Leveraging Limited Human Resources

Unit Twelve Successful Entrepreneurs

Text A Harvey Mackay——"Mr. Make Things Happen"

Text B Investment Genius : Warren Buffett

Text C Beauty Creator : Mary Kay

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