

<<环球商务英语>>

图书基本信息

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内容概要

《环球商务英语》（World Class English for Business）是从英国开放大学（Open University）引进改编的适合以自学为主的商务英语用书，该教材深入浅出地介绍了一些当代商务理念和国际商务惯例，以及英语国家的商务文化。

全书共有8个教学模块（Module），分为1、2两册，并配有9盘录音带。

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插图：We do have a lot of expressions in English like 'please' or 'I'm sorry to trouble you but ' or 'Would you mind terribly ' or 'I'm afraid'. Erm, I think a lot of this is to do with the fact that in English, if I'm talking to you, I'm talking to you. I've only got the one form, you, whether it's 'you' singular and I know you very well, whether it's 'you' and I'm talking to my dog, or whether it's you and I'm talking to the King or Queen. We don't actually, we don't, we don't have the ability that you have in so many languages to show respect with an alternative form of 'you'. So we overplay the 'please', we overplay the 'thank you', which might seem almost obsequious to other people. I stood in a shop recently and I watched somebody a lady in a chemist's shop buying some eau de toilette, and apart from saying 'please' about a dozen times, as it was being wrapped up, she actually said 'thank you' 25 times. Well, for a Spaniard, or for many other people, that's a little bit over the top, as we'd say.

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编辑推荐

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