

<<剑桥国际商务英语>>

图书基本信息

书名：<<剑桥国际商务英语>>

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内容概要

全书共设15个单元，对学生用书中的每一个单元的课程都进行了具体详细的讲解，提供必要的商务背景知识和教程中每一单元的语音部分的文字材料及答案。因此，该书十分有助于教师教学和学生自学。

书籍目录

ThanksIntroduction1 Face to face basic skills and techniques for talking to people in business situations;2 Letters, faxes and memos Basic skills and techniques for business correspondence;3 On the phone Basic skills and techniques for using the telephone in business;4 Summaries, note, reports Basic skills and techniques for writing reports, making notes, summarizing and taking notes of conversations in business;5 Working together Talking about where you work, employment policy, a company ' s activities, organization and history6 International trade Ordering and supplying goods or services; answering and making enquiries, making offers, placing and acknowledging orders;7 Money matters Methods of payment, cash flow, invoicing, dealing with non-payment problems;8 Dealing with problems Complaining and apologizing, delivery and after-sales problems;9 Visitors and travellers Looking after foreign visitors and traveling on business; hotels, restaurants, small talk, telling Stories;10 Marketing Marketing a product, market research, promotion and advertising;11 Meetings Taking part in formal and informal meeting, one-to-one meeting and larger group meetings;12 Processes and operations Explaining and describing operations, giving instructions;13 Jobs and careers Applying for jobs and seeking promotion, participating interviews;14 Sales and negotiation Selling and buying products, negotiating face-to-face and on the phone;15 A special project A simulation, revising many of the skills and situations in the course;

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媒体关注与评论

尽管我们可以把一些词汇叫做“商务英语词汇”，但大多数商务英语只是在商务背景下使用的英语，其实它并不是什么特别的语言。

每个行业（在一定程度上，每个公司甚至每个部分）都使用一些“行话”，这套书里不可能包括所有这些专门术语。

在这套书中我们提供了大量的商务背景和商务情景，您可以用此来练习和提高英语沟通技能，使您在商务活动中更自信、更流利、也更准确。

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