

<<职场商务英语实训教程>>

图书基本信息

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内容概要

《职场商务英语实训教程》教材以《职场商务英语》的商务流程为顺序，对每一流程中所涉及的具体商务贸易实务进行详细地分解，对商务实务的操作惯例进行了介绍，并列举了具体的实际操作案例。

在内容设计上，本教材根据《职场商务英语》的编排，安排了对应的24个实训项目。

在全书每一个实训项目的实训指导中，以模拟的“爱美丽”服装贸易有限公司的成立以及该公司与来自于美国的Nicewear公司和来自斯里兰卡的ABC

Trading Co., Ltd.公司之间业务往来为线索，全书所有任务的实训说明都是围绕这两个公司而展开。

同时，针对每个实训项目，我们提出了实训目标，实训指导和实训任务。

使用者在学习之后，可以达到训以致用、学以致用的目的。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。

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SWOT analysis is an acronym for Strengths and Weakness , Opportunities , and Threats. As an important strategic planning tool , SWOT analysis would help planners to compare internal organizational strengths and weaknesses with external opportunities and threats. This form of analysis provides managers with a critical view of the organization's internal and external environments , helping them to evaluate the firm ' S fulfillment of its basic mission.

1) What is SWOT analysis ?

Strengths——What advantages does your business enjoy that others don't ?

What does your business have that makes it strong or better than other similar businesses ?

Weaknesses——What are the disadvantages of your business in contrast to others ?

Opportunities——What are the chances for your business ?

What is the potential to improve or expand your business ?

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