

<<高级综合商务英语-1>>

图书基本信息

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作者：彭青龙 主编，凤羽 等编

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内容概要

彭青龙等编著的《高级综合商务英语》共有12个单元，内容包括经济、管理、法律和文化四大模块，涉及全球经济、国际市场、新兴行业、信息技术、商业创新、法律诉讼、营销策略、危机公关、网络文化、职业规划、金融危机、企业管理等多个主题。

每单元均由Lead in、Text

A、Text B及相关练习组成。

Lead-in主题明确、内容新颖、形式多样，具有很强的针对性和启发性。

Text

A侧重商务知识习得、语言综合能力和逻辑思辨能力的训练，练习形式主要有篇章理解、完形填空、句子改写、翻译、听力、写作等。

Text

B是商务案例语篇阅读材料，注重培养学生分析问题和解决问题的能力，练习包括口述、会谈、辩论、应用文写作等多种形式。

各个单元都十分强调口语、写作和商务实践能力，因此相应的配套练习也比较多。

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章节摘录

“ You get very different thinking if you sit in Shanghai or Sao Paulo or Dubai than if you sit in New York , ” says Michael Cannon-Brookes , just off the plane from Bangalore to Shanghai. “ When you want to create a climate and culture of hyper-growth , you really need to live and breathe emerging markets. ” Mr. Cannon-Brookes is the head of strategy in IBM's newly created “ growth markets ” organization , which brings together all of Big Blue , s3operations outside North America and Western Europe. “ This is the first line business in 97 years of our history to be run outside the U.S. , ” he says excitedly , noting that “ Latin America now reports to Shanghai. ” IBM's thinking about emerging markets , and indeed about what it means to be a truly global company , has changed radically in the past few years. In 2006 Sam Palmisano , the company's chiefexecutive , gave a speech at INSEAD , a business school in France , describing his vision for the “ globally integrated enterprise ” .The modern multinational company , he said , had passed through three phases. First came the 19th-century “ international model ” , with firms based in their home country and selling good sthrough overseas sales offices. This was followed by the classicmultinational firm in which the parent company created smallerversions of itself in countries around the world. IBM worked likethat when he joined it in 1973. The IBM he is now building aimsto replace that model with a single integrated global entity inwhich the firm will move people and jobs anywhere in the world , “ based on the right cost , the right skills and the right business environment. And it integrates those operations horizontally and globally. ” This way , “ work flows to the places where it will be done best. ” The forces behind this had become irresistible , said Mr.Palmisano.This ambitious strategy was a response to fierce competition from the emerging markets. In the end , selling the personal-computer business to Lenovo was relatively painless : The business had become commoditized4. But the assault on its services businessled by a trio of Indian outsourcings upstarts6 , Tata Consultancy Services , Infosys and Wipro , threatened to do serious damage to what Mr. Palmisano expected to be one of his main sources of growth. So in 2004 IBM bought Daksh , an Indian firm that was a smaller version of the big three , and has built it into a largebusiness able to compete on cost and quality with its Indian rivals.Indeed , IBM believes that all in all it now has a significant edgeover its Indian competitors.Being willing to match India's low-cost model was essential , but Mr. Cannon-Brookes insists that IBM's enthusiasm for emerging markets is no longer mainly about cheap labor. Perhaps a big gerattraction now , according to IBM , is the highly skilled people it can find in emerging markets. “ Ten years , even five years ago , we sawemerging markets as pools of low-priced , low-value labor. Nowwe see them as high-skills , high-value , ” says Mr. Cannon-Brookes.As for every big multinational , winning the “ war for talent ” isone of the most pressing issues , especially as hot labor markets inemerging markets are causing extremely high turnover rates. InBangalore , for example , even the biggest firms may lose 25 percentof their staff each year.

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