

<<东南亚国家社会与文化导论>>

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内容概要

《东南亚国家社会与文化导论》是一本关于东南亚国家社会与文化背景知识的教材，目的在于帮助英语专业学生和其他英语爱好者学习这些国家的社会与文化概貌，如地理、历史、政治、经济、文化传统等方面的基本知识。

同时通过课文的学习和各种联系的实践，提高英语水平。

本书适用于大专院校英语专业一、二年级的学生和具有同等水平的自学者。

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作者简介

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2010-2011年曾作为高级访问学者在新加坡南洋理工大学（Nanyang Technological

Univeity）研修新加坡及东南亚文学与文化。

主要研究方向为东南亚及新加坡文学与文化，参加国家级及省部级以上研究课题多项，目前独立主持国家教育部人文社科项目立项《新加坡英语文学的研究》，已在《当代外国文学》、《南方文坛》、《东南亚纵横》等核心期刊发表论文多篇。

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版权页：插图： Brunei's leaders are concerned that steadily increased integration in the world economy will undermine internal social cohesion although it became a more prominent player by serving as chairman for the 2000 Asia-Pacific Economic Cooperation (APEC) forum. Stated plans for the future include upgrading the labour force, reducing unemployment, strengthening the banking and tourism sectors, and, in general, further widening the economic base. The national airline, Royal Brunei, is trying to make Brunei a hub for international travel between Europe and Australi/New Zealand, and also has services to major Asian destinations. Brunei is increasingly importing from other countries. Brunei Darussalam in July 2009 launched its national halal branding scheme Brunei Halal which allows manufacturers in Brunei and in other countries to use the premium Brunei Halal trademark to help them penetrate lucrative markets in countries with significant numbers of Muslim consumers. The Brunei Halal brand is said to be the first proper attempt to put together a global halal brand that will reap the potential commercial returns of catering to the consumption needs of Muslims worldwide. As envisioned by the Sultanate, the use of the Brunei Halal brand would signify to Muslim consumers the manufacturers' strict compliance with laws relating to Islamic teachings. Brunei also aims to build confidence in the brand through strategies that will both ensure the halal integrity of the products and unfaltering compliance with set rules governing the sourcing of raw materials, manufacturing process, logistics and distribution. A new company, government-owned Brunei Wafirah Holdings Sdn Bhd, has been established as the owner of the Brunei Halal brand. Wafirah has entered into a joint venture with Brunei Global Islamic Investment and Hong Kong-based logistics firm Kerry FSDA Limited to form Ghanim International Food Corporation Sdn Bhd. Ghanim International manages the use of the Brunei Halal trademark. Producers that want to use the brand are required to first acquire the Brunei halal label (or the certification for compliance with accepted manufacturing and slaughtering practices under Islam) through the Department of Syariah Affairs' Halal Food Control Section. They can then approach Ghanim for their application to use the brand.

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编辑推荐

《东南亚国家社会与文化导论:英文》是一本关于东南亚国家社会与文化背景知识的教材,目的在于帮助英语专业学生和其他英语爱好者学习这些国家的社会与文化概貌,如地理、历史、政治、经济、文化传统等方面的基本知识。

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