

<<当代商务英语阅读教程>>

图书基本信息

书名：<<当代商务英语阅读教程>>

13位ISBN编号：9787561758229

10位ISBN编号：7561758227

出版时间：2008-3

出版时间：华东师范大学出版社

作者：井升华 编

页数：333

字数：411000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<当代商务英语阅读教程>>

内容概要

本教材是专门为高职高专商务英语专业学生精心编写的。由著名英语专家主编，高职商务英语教学一线骨干教师、本科商务英语教学专家、英语语言教育专家和企业商务英语培训教师联袂编写，并由外籍商务英语专家审定把关。

本教材有以下特点：

起点、难度适当，符合高职学生特点，注重语言基本功，强化听说读写译技能训练，富有时代特色，商务与语言有机衔接，重在培养职业能力，适应商务职场需要，配有光盘、多媒体课件及网站，方便课余巩固。

<<当代商务英语阅读教程>>

书籍目录

Unit 1 汽车与交通

Topic-based Content : Automobiles and Transportation

Topic Reading : Extracts of Automobiles and Transportation

Extract 1 : Automobile Industry

[相关链接] Related Link : Brands of Cars

Extract 2 : Traffic Congestion and Its Solution

[文化链接] Culture Link : Carpool / Vanpool

Extract 3 : China ' S Drive for Local Car Brands

Extract 4 : China Starts Driving in Style

[文化链接] Culture Link : Driving Through

[实例链接] Link to Authentic Document : Car Exchange Agreement

Unit 2 “租”出好生意

Topic-based Content : Leasing

Topic Reading : Extracts of Leasing

Extract 1 : How to Choose an Equipment Leasing Company

Extract 2 : Equipment Leasing

[实例链接] Link to Authentic Document : Rental Agreement

Extract 3 : Leasing Advantages

[相关链接] Related Link : 租约小知识

Extract 4 : How Do I Buy My Car at the End of the Lease?

[实例链接] Link to Authentic Document : LEASE

Unit 3 观光“财道”

Topic-based Content : Tourism

Topic Reading : Extracts of Tourism

Extract 1 : Tourist Industry

Extract 2 : Planning Your Trip

[文化链接] Culture Link : To Be Time Travelers

[相关链接] Related Link : China to Become the Second Largest Tourism

Economy with in the Decade

Extract 3 : Safety and Security Warning

Extract 4 : Cultural Tourism

[实例链接] Link to Authentic Document - A Tourist Promotional

Letter

Unit 4 商贸经典路——丝绸之路

Topic-based Content : Silk Route

Topic Reading : Extracts of Silk Route

Extract 1 : The Story and Its Significance

Extract 2 : Foreign Influence

[相关链接] Related Link : The Region of the Silk Route

Extract 3 : Marco Polo on the Silk Route

Extract 4 : Living In Silk : Chinese Textiles through 5 , 000

Years

[文化链接] Culture Link : Digital Silk Road

Unit 5 创意掘金

Topic-based Content : Creative Industry

<<当代商务英语阅读教程>>

Topic Reading9 : Extracts of Creative Industry

Extract 1 : Definition and Boundaries of Creative Industry

Extract 2 : Significance of Creative Industry

[文化链接] Culture Link : The Best Product Design of 2006

Extract 3 : Creative Industry in the World

Extract 4 : Creative Industry in UK

[相关链接] Related Link : An Objective Measure of Innovation

Unit 6 服务至上 & 休闲招财

Topic-based Content : Service & Leisure Industry

Topic Reading9 : Extracts of Service & Leisure Industry

Extract 1 : Leisure Industry

Extract 2 : Services

[文化链接] Culture Link : The Forgotten Pioneer of Corporate

Design

Extract 3 : Service Industries

Extract 4 : Leisure Society

[相关链接] Related Link : Public Utilities

.....

Unit 7 商界谈吃

Unit 8 期中复习

Unit 9 商界英雄记

Unit 10 企业及其系统

Unit 11 管理科学管窥

Unit 12 聚焦企业文化

Unit 13 “交往”手段制胜

Unit 14 兼并浪潮

Unit 15 证券英语趣谈

Unit 16 期末复习

参考文献

<<当代商务英语阅读教程>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>