

<<现代商务英语综合教程>>

图书基本信息

书名：<<现代商务英语综合教程>>

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内容概要

《现代商务英语综合教程》(上)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材内容涵盖工商领域产、供、销和对外贸易的各个环节。

各单元由精读文本、词汇注释、课文详解、练习题目及辅助阅读短文组成。

教材各练习环节均为以学生为中心的教学模式而设。

比如,每单元专设学生展示(PPT presentation)环节,教师可因势利导,安排互动教学。

本系列教材重视整体构建,另编有《现代商务英语听力教程》、《现代商务英语口语教程》。这些教材各单元的主题与

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书籍目录

Unit One Understanding Company Pre-reading Discussions for the Text Text : Forms of Companies
Further Reading One : Cooperatives Further Reading Tw0 : Corporations Unit Two Job Interview
Pre-reading Discussions for the Text Text : Preparation for an Interview Further Reading One : To Define
a Job Further Reading Tw0 : Salary Negotiations Unit Three Being a Clerk Pre-reading Discussions for the
Text Text : An Administrative Assistant Further Reading One : Your Apprenticeship Further Reading Tw0
: How to Be a Good Employee Unit Four Being a Manager Pre-reading Discussions for the Text Text : Being a
Manager Further Reading One : What Are Managers? Further Reading Tw0 : The Contingency Approach to
Leadership Unit Five The Functions of Management Pre-reading Discussions for the Text Text : The Functions
of Management Further Reading One : Management Skills Further Reading Tw0 : The First Management
Boom Unit Six Decisionmaking Pre-reading Discussions for the Text Text : How the Japanese Make Decisions
Further Reading One : A Great Decision Solution Further Reading Tw0 : Decisionmaking Unit Seven Human
Resource Management Pre-reading Discussions for the Text Text : Human Resource Management Unit
Eight Job Motivation Unit Nine Training at Work Unit Ten Quality Management Unit Eleven Customer
Relations Unit Twelve Accounting GLOSSARY

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