

<<商务英语精读（第三册）>>

图书基本信息

书名：<<商务英语精读（第三册）>>

13位ISBN编号：9787563820429

10位ISBN编号：7563820426

出版时间：2013-1

出版时间：首都经济贸易大学出版社

作者：张中宁 编

页数：241

字数：403000

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>

<<商务英语精读（第三册）>>

内容概要

张中宁编著的《商务英语精读(第3册高等院校商务英语专业核心课精品系列教材)》以外贸企业和跨国公司从事国际商务活动时所经历的各个环节为主线，以它们的经营活动所面临的内外环境、所涉及的因素为纲，以既阐述国际商务知识，又培养英语语言能力和跨文化商务交际能力为指导思想，真实地再现这类企业从事国际商务活动的自然流程。

书籍目录

Unit 1 Motivations to Go Abroad

Section One: Business Communications

Making an Offer

Section Two: Text

Motivations to Go Abroad

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Concerns and Problems of Going International

Unit 2 International Market Research

Section One: Business Communications

Doing Business in China

Section Two : Text

International Market Research

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Market Research in Management

Unit 3 Determining Research Objectives

Section One: Business Communications

Decision Making in China

Section Two: Text

Determining Research Objectives

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Using Aims and Objectives to Create a Business Strategy

--Experience From Kellogg

Unit 4 What Is Marketing

Section One: Business Communications

Product Presentation

Section Two : Text

Marketing

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Marketing Is All Around Us

Unit 5 The Marketing Process

Section One: Business Communications

Marketing Strategy

Section Two: Text

The Marketing Mix

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

<<商务英语精读 (第三册) >>

Market Segmentation

Unit 6 Target Market Selection

Section One: Business Communications

Developing a New Market

Section Two : Text

How to Select Target Market

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Estimating Market Potential

Unit 7 Marketing in the 21st Century

Section One: Business Communications

Counter-Offer

Section Two: Text

Global Marketing in the Twenty-first Century

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Managing the Marketing Efforts

Unit 8 Business Negotiation

Section One: Business Communications

Meeting a Trade Delegation

Section Two: Text

Steps of Business Negotiation

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

The Negotiating Skills

Unit 9 Establishment of Contract

Section One: Business Communications

Contract Negotiation -- Price

Section Two: Text

Fundamentals of a Contract

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Breach of Contract

KEY TO EXERCISES

附录一 全国国际商务英语考试 (二级) 大纲

附录二 全国国际商务英语考试 (二级) 样题

附录三 全国国际商务英语考试 (二级) 口试样卷

附录四 全国国际商务英语考试 (二级) 样题参考答案

附录五 全国国际商务英语考试 (二级) 样题听力原文

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>