

<<新活力商务英语阅读>>

图书基本信息

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内容概要

随着全球经济的发展和市场化运作，社会越来越迫切地需要既有专业知识又能熟练运用英语解决实际工作中问题的综合性人才，因此这就对开设商务英语专业以及国际商务等财经类专业的高职高专院校的英语教学提出了更新、更高的要求。

《新活力商务英语阅读》的编写旨在满足高职高专院校商务英语阅读课程的教学需要，有助于高职生拓宽商务领域知识、提高商务英语的阅读理解能力和一般商务英语的应用能力，为毕业后能更好地从事商务类活动打下良好的基础。

本教材也可作为广大商务工作者的学习参考书。

在编写过程中，本书注重学生语言能力和商务英语知识学习的有机结合。

在培养学生语言应用能力的同时，让学生熟悉和了解相关商务活动，掌握必要的商务专业知识。

本教材选材新颖，题材广泛，课文主要选自近年来国内外报刊杂志、著作和英文网站上的商务文章，部分课文略有删改。

选材内容涉及商务礼仪、商业道德、公关、网络经济、经济合作、全球经济一体化、物流、市场调研、营销与促销、企业管理、企业家文化、工业产权、金融、证券与投资等商务知识。

本教材所选课文知识性、实用性强；课文后配有较详细的背景知识、专业术语、难句分析等注释；课后练习紧扣教材、形式多样化。

阅读理解题、小组讨论题、重点词或短语的灵活运用题、专业术语英译汉题、段落汉译英题等练习形式的设计有助于促进学生对每单元专业知识的掌握和消化。

本书还针对教学需要提供了较为详细的练习答案和参考译文。

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章节摘录

Public relations work consists of two main activities: research and communication. Research is a vital part of public relations because an organization may not know the public's opinion about it. What people think and why they have such opinions about an organization are important in helping management establish policies and practices. Public relations experts use research and opinion surveys to obtain information from the public. Researchers gather information on the many problems and opportunities facing a company, its industry, and the business community. They may gather information on public opinion so that a political candidate will know what issues to discuss during a campaign. Researchers also test the effectiveness of a PR campaign. Communication between an organization and the public is an important part of any public relations campaign. However, the size and complexity of most modern organizations make direct communication with individuals almost impossible. Most organizations use mass-communication methods to contact the public. These organizations often aim their PR campaigns at groups of people who share a common interest. PR specialists use four principal methods to communicate with the public: advertising, lobbying, publicity and press agency. Advertising involves the use of paid, non personal communication through such media as billboards, mail, newspapers and other publications, radio, and TV. Lobbying is an attempt to influence the voting of legislators to support the interests of a group. Publicity and press agency involve promoting an organization by getting favorable coverage in the media.

Public relations developed slowly until the end of World War II in 1945. Since then, it has spread to nearly every large corporate and non profit organization. However, for many years, public relations is widely misunderstood and misused to describe anything from selling to hosting, when in fact it is a very specific communication process.

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