

<<国际经贸文章选读>>

图书基本信息

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内容概要

改革开放三十年以来,我国综合国力显著提升,经济对外开放与融合的程度不断加深。大型企业向国际化管理模式的转变以及工商企业走出去战略的实施,对商务英语专业人才培养模式提出了更高的要求。

从外语教育的角度来看,不仅要培养学生具有扎实的语言基本功底,同时还要培养他们具备较强的跨文化交际能力。

阅读是语言学习者最重要的信息输入形式之一。

本教材选择西方主流经济类媒体的相关报道,使学生在了解当今世界所发生的各类商务事件的同时,提高其对商务英语语言的理解和应用能力。

本教材取材新颖、语篇精炼、主题多样、难度适中。

各单篇幅字数约为6000字左右,内容涉及经济、金融、贸易、管理、投资、科技、环保等主题,便于学习者从多个视角理解现实经济社会运行状况。

本教材的编写设计以学习者的需求为出发点,重在培养学习者的语言应用能力。

在编写结构上,本教材由单元语篇、词汇、内容注释、练习四部分组成。

答案可从书后教学支持说明索取。

词汇编排分为一般逾越难句障碍、更好地把握整个语篇意义。

为巩固所学内容,课文后配有形式多样的练习,包括问题回答、选词填空、术语与语义配对、选句填空和小组发言。

练习的目的是既要学习者掌握所学语言基本技能,同时还要使其利用所学内容以口头表达的方式来展示综合语言运用能力。

书后配有相关单元练习答案,以备参考。

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作者简介

张海森，现为对外经济贸易大学英语学院副教授，美国密西根州立大学访问学者。主要讲授《国际商务礼仪》、《高级商务英语阅读》、《高级商务英语写作》、《高级商务英语听说》以及《计算机辅助商务英语教学》等课程。主要研究方向为跨国企业文化、应用语言学、计算机辅助语言学习、现代技术环境下的教师发展等。曾发表学术论文多篇并多次参加在美国和香港举行的国际学术会议。

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章节摘录

John A. Thain never said that turning around Merrill Lynch would be easy. "We have not seen the bottom," he declared in December, when he took the reins of the troubled Wall Street giant. But not even Mr. Thain expected Merrill, the nations largest brokerage firm, to go downhill so fast or so far. On Thursday, Merrill reported its fourth consecutive quarterly loss, a \$ 4.9 billion deficit that exceeded even the most pessimistic forecasts.

The numbers are staggering. During the past 12 months, Merrill, known for its "Thundering Herd" of stockbrokers, has lost about \$192 billion, which works out to about \$52 million a day. It suffered \$9.7 billion of write-downs in its latest quarter, bringing its charges to more than \$41 billion since the credit crisis first flared last summer. It is quite a comedown for Mr. Thain, 53, who won praise for revitalizing the embattled New York Stock Exchange before taking the top job at Merrill. The firms problems underscore how bankers and policy makers are struggling to contain the damage to the financial system and the broader economy caused by the collapse of housing-related debt. "Im generally a very optimistic guy, but this is as difficult a market environment as Ive seen in my entire career," Mr. Thain said in an interview Thursday evening.

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