

<<商务英语综合教程>>

图书基本信息

书名：<<商务英语综合教程>>

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内容概要

《商务英语综合教程1（学练考）》共分四个部分。
第一部分介绍了企业类型和竞争类型。
第二部分的重点是西方经济学的主要理论。
第三部分是同国际商务密切相关的市场营销的理论和实践案例。
第四部分包括贸易理论、贸易类型和贸易实践等国际贸易方面的知识。

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书籍目录

Unit 1 College LifeUnit 2 Learning to LearnUnit 3 Computer and InternetUnit 4 Personality and Interpersonal RelationshipsUnit 5 Stress and Mental HealthUnit 6 Food and HealthUnit 7 SportsUnit 8 Art and MusicUnit 9 Holidays and CelebrationsUnit 10 Travel and TourismUnit 11 JobsUnit 12 Great PeopleKey

章节摘录

Moving to college and adjusting to college life can be an overwhelming experience, specially if you haven't been acquainted with the campus before. For those of you who are living on campus, after moving all of your belongings into the residence hall, you should try to make a personal tour around the campus. This will make for an easier transition on the first day of class. Be sure to make a list of places to find. For an instance, you will want to find where and when you can eat on the various places on campus. If applied, find out where you need to go to put money on your ID card. Many universities offer a plan to place money on the student ID card; you can spend that money on laundry, local food places, and even the bookstore. You should also go to the bookstore to find out what books you will need for your classes. During the first weekend which the students move in, remember that every student is in a same predicament and is adjusting to college dorm life just like you are. They don't have all of the answers, but they do have some. Compare notes with them. They may have already found the informations that you were looking for. It's also encouraged to find a new person on the floor and find ways to know them better. You might even want to go together to find various offices and what each office offers to the students at your university.

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编辑推荐

《商务英语综合教程（1学练考）》立足于对现实的研究，尽可能多地搜集实例加以分析，以强化理论，并有助于进行课堂讨论，加强学生更深入的理解和消化。
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