

<<新剑桥商务英语词汇用法测试（中级）>>

图书基本信息

书名：<<新剑桥商务英语词汇用法测试（中级）>>

13位ISBN编号：9787115135124

10位ISBN编号：7115135126

出版时间：2005-8

出版时间：人民邮电

作者：（英）阿斯皮诺尔（Aspinall, T.），贝瑟尔（Bethell, G.） 著

页数：102

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>

内容概要

Test Your Business Vocabulary Use is suitable for intermediate and upper intermediate level learners of Business English. Primarily designed as a companion to the best selling Business Vocabulary in Use, it can also be used to supplement other Business English materials. The book covers a wide range of Business topics including Jobs, People and Organisations, Production, Marketing, Finance and the Economy and Business Culture. Business skills covered include Meetings, Negotiating and Presentations. 66 easy-to-use tests.

Builds confidence in using Business vocabulary. Offers a variety of test types. Can be used by the student alone or by teachers as end-of-unit tests with groups. Has a clear marking system on each page so progress can be easily checked. Includes a comprehensive, learner-friendly answer key. Contains British and American English. Can be used for self-study and in class.

书籍目录

INTRODUCTION1 Work and jobs2 Ways of working3 Recruitment and selection4 Skills and pualifications5 Pay and benefits6 People and workplaces7 The career ladder8 Problems at work9 Managers , executives and directors10 Businesspeople and business leaders11 Organizations12 Organizations2PRODUCTION13 Manufactring and services14 The development process15 Innovation and invention16 Making things17 Materials and suppliers18 Business philosophiesMARKETING19 Buyers , sellers and the market20 Markets and competitors21 Marketing and market orientation22 Products and brands23 Price24 Place25 Promotion26 The Internet and e-commerceMONEY27 Sales and costs28 Profitability and unprofitability29 Getting paid30 Assets , liabilities and the balance sheet.....

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>