

<<实用商务英语综合教程（中级）>>

图书基本信息

书名：<<实用商务英语综合教程（中级）>>

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作者：李玉萍，李文 主编

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内容概要

《实用商务英语综合教程》系列教材分为初级、中级和高级3册。本书是套书的中级教材，本教材编写了8个单元，以“项目引领、任务驱动”的形式编写，每一个单元为一个项目，围绕一个话题，内容涉及商务环境、团队建设、进出口、关税壁垒、市场调查、交易会、公共关系及电子商务等，每个单元包括背景介绍、热身讨论、听说训练、阅读强化、语法复习、案例分析和实用写作7个模块，并在各模块中以任务的形式插入各种练习，全面培养学生听、说、读、写、译的能力。

本书可以作为高职高专商务英语专业、国际贸易专业、国际商务专业的专业英语教材使用，也适合作为高职高专财经类院校英语课程的公共教材。

本书附有听力材料的MP3录音光盘。

书籍目录

Unit Business Environment
Listening & Speaking
Consulting about Advice on Business
Reading
Intensive Reading: Are You Ready to Do Business in China?
Fast Reading: China Remains Open Business Environment
Grammar & Usage
Past Perfect Tense 过去完成时
Practical Writing
Forms 表格
Unit Team Building
Listening & Speaking
Consulting about Advice on Team Building
Reading
Intensive Reading: The Path to Build Successful Work Teams
Fast Reading: How to Get Along with Your Coworkers
Grammar & Usage
Future Perfect Tense 将来完成时
Practical Writing
Advertisements 广告
Unit Import and Export
Listening & Speaking
Preparing for Exporting & Negotiating Terms
Reading
Intensive Reading: The Procedure for Import Trade
Fast Reading: Expand Your Business by Exporting
Grammar & Usage
The Present Perfect Progressive Tense 现在完成进行时
Practical Writing
Agency Introduction 机构介绍
Unit Tariff Barriers
Listening & Speaking
Tariffs & International Trade
Reading
Intensive Reading: Tariff Barriers
Fast Reading: Revised Tariffs Benefit China
Grammar & Usage
The Past Perfect Progressive Tense 过去完成进行时
Practical Writing
Products Introduction 产品介绍
Unit Market Research
Listening & Speaking
Preparing for Market Research
Reading
Intensive Reading: Marketing Research

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Fast Reading: Research Trends
Grammar & Usage
The Future Perfect Progressive Tense 将来完成进行时
Practical Writing
Questionnaires 调查问卷
Unit Trade Fairs
Listening & Speaking
Consulting about Details on Trade Fairs
Reading
Intensive Reading: The Canton Fair
Fast Reading: Booth Staff Training
Grammar & Usage
The Modal Verbs 情态动词
Practical Writing
The Format and Structure of Business Letters 商务信函的格式与结构
Unit Public Relations
Listening & Speaking
Advice on Public Relations
Reading
Intensive Reading: Public Relations in China
Fast Reading: Public Relations
Grammar & Usage
Participle 分词
Practical Writing
Letters of Application 求职信
Unit E-Commerce
Listening & Speaking
Shopping on Line
Reading
Intensive Reading: The Development of E-commerce
Fast Reading: How to Start an Online Business
Grammar & Usage
Voices 语态
Practical Writing
Letters of Invitation 邀请信
Appendix Vocabulary

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