

<<用英语学经贸>>

图书基本信息

书名：<<用英语学经贸>>

13位ISBN编号：9787122098214

10位ISBN编号：7122098214

出版时间：2011-2

出版时间：化学工业出版社

作者：郭廉彰

页数：220

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>

<<用英语学经贸>>

内容概要

《用英语学经贸》分三部分用英文介绍了经济学与市场经济基本理论知识，美国经济的概论、历史及发展等，以及WTO规则等内容。

各单元课文后都设计有注释、词汇和练习，以便学生更好地阅读和理解文章内容。

《用英语学经贸》将市场经济知识与英语学习二者有机结合，相互兼容，并且自成体系，不仅适用于大学生群体，也适于公务人员、企业职工等一切有意丰富个人知识结构、拓宽自己知识面、增强自身对涉外市场经济和英语的各项工作的适应能力的人群。

书籍目录

Part I Economics (经济篇) Unit I Ten Principles of Economics 1 About How people Make Decisions 2
 About How the Economy Works as A Whole 3 About How People Interact Unit II Macroeconomics
 Section 1 1 Economic Growth 1.1 Short-term stabilization and long-term growth 1.2 Theories on economic
 growth 1.3 Positive effects of economic growth 1.4 Negative effects of economic growth Section 2 2 The
 Business Cycle 2.1 History 2.2 Identifying 2.3 Explaining 2.4 Mitigating Section 3 3 Macroeconomic
 Policies 3.1 Fiscal policy 3.2 monetary policy Unit III Microeconomics Section 1 (1~6) 1 Overview 2
 Production and Markets 3 Specialization and Comparative Advantages 4 Supply and Demand 5 Elasticity
 and Its Applications 5.1 Specific elasticities 5.2 Applications 6 Game Theory 6.1 introduction 6.2 Types
 of games 6.3 Application to economics and business Section 2 (7~12) 7 Market Failure 8 Firms and Their
 Modes of Operation 9 Opportunity Cost 10 Labor Economics 10.1 Notions 10.2 Demand 10.3 Supply
 10.4 Equilibrium 11 Consumer Choice 12 Applied Microeconomics Unit IV International Economics 1
 International Trade 2 International Finance 2.1 Scope and methodology 2.2 Exchange rates and capital
 mobility 2.3 Policies and Institutions 2.4 International financial stability 3 Migration 4 Globalisation Part II
 The US Market Economy (美国篇) Unit V The Way the U.S. Market Economy Operates 1 A Pure
 Capitalist Economy? 2 Basic Ingredients of the U.S. Economy 3 A Mixed Economy: The Role of the Market 4
 Government's Role in the Economy 5 Poverty and Inequality 6 The Growth of Government Unit VI A
 Brief History of the U.S. Market Economy 1 The Early Years of the United States 2 Colonization 3 The New
 Nation's Economy 4 Movement South and Westward 5 Industrial Growth 6 Inventions, Development,
 and Tycoons 7 Government Involvement 8 The Postwar Economy: 1945~1960 9 Years of Change: The
 1960s and 1970s 10 The Economy in the 1980s 11 The 1990s and Beyond 12 Global Economic Integration
 Unit VII Businesses in the U.S. Market Economy 1 The history of business development 2 Small business 2.1
 The sole proprietor 2.2 The Business partnership 2.3 Franchising and chain stores 3 Corporations 3.1
 Ownership of corporations 3.2 How corporations raise capital 3.3 Monopolies, mergers, and restructuring
 Unit VIII Capital Markets Of The United States 1 Introduction to Capital Markets 2 The Stock Exchanges 3
 A Nation of Investors 4 How Stock Prices are Determined 5 Market Strategies 6 Commodities and Other
 Futures 7 The Regulators 8 "Black Monday" and the Long Bull Market Part III The World Trade
 Organization (世贸篇) Unit IX Basics of the World Trade Organization 1 What is the World Trade
 Organization? 1.1 Three main purposes 1.2 A few years old, but not so young 2 Principles of the Trading
 System 2.1 Trade without discrimination 2.2 Freer trade gradually, through negotiation 2.3 Predictability
 through binding 2.4 Promoting fair competition 2.5 Encouraging development and economic reform 3 The
 Case for Open Trade 4 Roots from Havana to Marrakesh 4.1 GATT 'provisional' for almost half a century
 4.2 The Tokyo Round a first try to reform the system 4.3 Did GATT succeed? 4.4 Trade Rounds progress by
 package 5 The Uruguay Round 6 The WTO and GATT—are they the same? Unit X The Dispute Settlement
 Mechanism 1 Overview 1.1 "The WTO's most individual contribution" 1.2 Principles equitable, fast,
 effective, mutually acceptable 1.3 How long to settle a dispute? 1.4 How are disputes settled? 1.5 Appeals 1.6
 The case has been decided what next? 2 The Panel Process Flow Chart 3 Case Study: the Timetable in
 Practice Unit XI The Anti-Dumping Agreement 1 Introduction 1.1 Dumping in the GATT/WTO 1.2 The
 UR Agreement 2 Determination of Dumping 2.1 Determination of normal value 2.2 Determination of
 export price 2.3 Fair comparison of normal value and export price 2.4 Calculation of dumping margins and
 duty assessment 3 Determination of Injury and Casual Link 3.1 Like product 3.2 Domestic industry 3.3
 Injury 3.4 Elements of analysis 4 Procedural Requirements 4.1 Investigation 4.2 Provisional measures
 and price undertakings 4.3 Collection of duties 4.4 Review and public notice 《用英语学经贸》参考答案

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>