

<<现代商务英语综合教程（第2册）>>

图书基本信息

书名：<<现代商务英语综合教程（第2册）>>

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前言

自20世纪90年代以来，经济全球化逐渐渗透到社会生活的方方面面，而随着中国加入WTO后与国际接轨程度的进一步加深，对于具有良好的英语语言技能同时精通商务知识的复合型人才之需要日益凸显。

当今，商务英语的范畴已延伸到与商务有关的所有领域，包括营销、管理、贸易、金融、法律、电子商务和跨文化交际等，构成了具有自己特色的完整的商务英语体系。

从培养目标上看，商务英语课程的教学目的不仅仅是了解有关领域的基本知识，更重要的是能够灵活运用英语进行有效的商务沟通，处理国际商务中的实际问题。

这种变化和概念的更新给商务英语教学在内容和质量上都提出了更高的要求，这是传统的大学英语教学所不能达到的。

教育部《关于外语专业面向21世纪本科教育改革的若干意见》中也明确指出：“从根本上来讲，外语是一种技能，一种载体；只有当外语与某一被载体相结合，才能形成专业。

过去常见的是外语与文学、外语与语言学的结合。

应该看到，即使在社会主义市场经济的条件下，我国高校仍肩负着为国家培养外国语言文学学科领域的研究人员的任务。

同时，我们也应当清醒地面对这样一个现实，即我国每年仅需要少量外语与文学、外语与语言学相结合的专业人才从事外国文学和语言学的教学和研究工作，而大量需要的则是外语与其他有关学科——如外交、经贸、法律、新闻等——结合的复合型人才，培养这种复合型的外语专业人才是社会主义市场经济对外语专业教育提出的要求，也是新时代的需求。

”适应这一要求，我们设计了这套系列教材。

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内容概要

《现代商务英语综合教程》系列教材内容由浅入深，由普通商务常识逐渐过渡到专业性较强的商务知识，语言水平也由易到难，适用对象为大学一至三年级的学生。

本书为《现代商务英语综合教程》第2册。

全教程共12章，按照每周4~6学时设计。

使用时各校可根据教学目标和条件结合学生的需要，灵活选择每一章的教学内容。

为方便使用，《现代商务英语综合教程》系列教材还配有教参和PPT课件。

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章节摘录

The first of these principles asserts that continuous improvement of process outputs is crucial for business success. The second principle contends that business and manufacturing processes are measurable and controllable. The last principle asserts that sustained quality improvement can only be achieved through commitment from the organization from top-level management down to the common staff or assembly workers. According to this discipline, business processes are improved through the elimination of defects. The methodology was formulated and popularized by Bill Smith of Motorola. As of 2006, this company declared over \$17 billion savings with the implementation of this approach. Currently, Six Sigma is a registered trade-mark and service mark of Motorola. The two methodologies under this approach are represented by the acronyms DMAIC and DMADV. The former is mainly designed for improving existing business processes while the latter is designed for creating new process and product designs. There are five steps involved in the DMAIC methodology. These steps are represented by each letter of this acronym. These are Define, Measure, Analyze, Improve and Control. What needs to be defined are improvement goals that should be associated with corporate strategy and consumer demands. Relevant data of current processes are the aspects that need to be measured.

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