

<<商务英语听力>>

图书基本信息

书名：<<商务英语听力>>

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内容概要

《商务英语听力》是针对剑桥商务英语中级和高级证书听力考试的内容和形式，由资深BEC考官编写的一个分册。

自2006年出版以来，该书受到了广大考生、读者的好评，第一版已经印刷多次。

为了适应考试形式的发展，更加方便和有助于考生备考，编者特将本书进行修订，出版第二版。

《商务英语听力》第二版较之原版有以下显著特点：第一，将应考策略以黑体印刷。

考试流程与应考策略以黑体印刷更加醒目，便于读者直接了解商务英语听力中级和高级考试的异同，以及相应的应考对策。

第二，题量加大，每一个单元增加一套模拟试题，便于读者选择使用。

第三，模拟试题难度加大，增添了与剑桥商务英语听力考试全真题难度一致的题目。

第四，更新了部分听力内容，使内容更加贴近近几年的商务英语活动。

本书适合参加BEC考试的考生考前培训、高校商学院、经济学院的学生和一般商务工作者学习英语使用，也是广大英语爱好者提高商务英语能力的好帮手。

本书由BEC考官程向莉老师主编。

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章节摘录

It seems a straightforward decision , doesn't it ?

Display and selling space in any store is always limited. So a retailer can enhance his profits by doing this. But how ?

And which one ?

It's back to the same question about pricing and competition. We generally determine what the ideal mix of brand and price should be for a store. And the basic approach we use , is to go through the entire line of products , deleting each in turn , determining the impact this has , then restoring each to the line. Like if you'll remove one of something , what happens to its market share ?

Will the customers simply buy the competing product closest in price , or do they stay with the brand but move to the next product up or down in the line ?

Or do they go elsewhere to find the product ?

We had a store manager who carried among other things seven different brands of electric mixers. We started with the brand A mixer , which had a 10.6 percent market share. When we eliminated it from the line , we found that 4.2 percent of the customers went to one model from brand B , but the remaining 6.4 percent was split among three different models from brand C. Well , brand D to G ran unaffected.

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