

<<欧美概况与跨文化商务交际视听说>>

图书基本信息

书名：<<欧美概况与跨文化商务交际视听说>>

13位ISBN编号：9787308078719

10位ISBN编号：730807871X

出版时间：2010-8

出版单位：浙江大学出版社

作者：潘竞贤,张兴龙

页数：217

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>

<<欧美概况与跨文化商务交际视听说>>

内容概要

本书旨在帮助21世纪的英语学习者在国际交往日益频繁的今天，进一步增强文化意识和跨文化意识，发展跨文化交际能力，以便在已成为“地球村”的世界上，在与他人的交往中能够如鱼得水、应付自如。

选取的大部分试听材料体现了与时俱进的教学理念，尽可能体现教材的“时代感、新鲜感、成就感”。

如奥巴马总统访华时在上海对话中国青年大学生的视频听力材料和当今世界形势的各种英语新闻等，让学生学到原汁原味的地道的英语口语。

同时选取了一些名人英语演讲，从大学生创业的角度，激发他们的拼搏精神和积极向上的精神，如苹果电脑总裁在斯坦福大学的演讲所叙述的坎坷经历和成功的案例对当今大学生的创业有很好的启发作用。

书籍目录

Chapter One History of Great Britain Unit 1 The Origin of the English Nation Unit 2 Britain and Roman Empire Unit 3 Anglo-Saxon Britain Unit 4 Rise and Fall of Danish Rule in Britain Unit 5 Norman Conquest Unit 6 The Crusades and Richard the Lionheart Unit 7 Charter and Parliament(1215-1485) Unit 8 The Hundred Years' War(1337-1453) Unit 9 The Wars of Roses and the Tudor Monarchy Unit 10 The Stuarts r1603-1649) Unit 11 English Civil War(1642-1660) Unit 12 Trade with China Unit 13 Exploration in Oceania(1642-1820) Unit 14 The British Empire in India , Africa and Latin America Unit 15 Australia Britain's Colony for Expelling Theft Criminals Unit 16 Industrial Revolution and Chartist Movement in Britain Unit 17 The British Empire(1815-1913)Reached Its Height Unit 18 Britain Withdrew from Palestine(1948-1949) Unit 19 British Commonwealth(1914-1949) Unit 20 British Government and Politics Examination on Chapter OneChapter Two History of America Unit 1 Ancient Civilization of America Unit 2 Colonial America ([600-]700) Unit 3 The Founding of the USA ([763-1789) Unit 4 The End of Slavery (1792-1888) Unit 5 American Civil War (186]-1865) Unit 6 USA: the Plains Wars (1849-1913) Unit 7 Further Immigration to America Unit 8 The Great Depression (1929-1939) Unit 9 The United Nations (1945-1948) Unit 10 The End of the Cold War (1945-1989) Unit 11 Space Exploration 0957-2000) Unit 12 America and Wars in the Middle East Unit 13 American Government and Politics Unit 14 National Economy of the United States Examinati on Chapter TwoChapter Three A Brief Introduction to Intercultural Business Communication Unit 1 The European Union (EU) and Its Emblem Unit 2 Trade Relationship between China and Western Countries in 2010 Shanghai Exposition Unit 3 Trade Relationship between China and the United States Unit 4 Trade Relationship between China and Canada Unit 5 Trade Relationship between China and Central-South America Unit 6 Chilean President Cuts Ribbon for Chile's Pavilion in Shanghai Unit 7 China, Britain Develop Stronger Relations Unit 8 China Has Become the Main Export Market for French Wine Unit 9 Friendship between China and Italy since Qing Dynasty Unit 10 Siemens Confident of Maglev Train Deal with China Unit 11 China, Austria Seek Stronger Ties with Five Deals Unit 12 Trade Relationship between China and Holland Unit 13 Luxemburg, Green Heart of Europe Unit 14 China-Denmark Trade Grows Fast Unit 15 Trade Relationship between China and Sweden since 1730s Unit 16 Switzerland Pavilion Unit 17 Spain Pavilion and Its Culture Unit 18 Deepened Trade and Economic Cooperation between China and Arab States Unit 19 Israel Will Highlight Innovation in Its Pavilion Unit 20 China-Singapore Economic Cooperation Forum Unit 21 China and Japan's Relationship Examination on Chapter ThreeChapter Four Intercultural Business Communication and Commerical Unit 1 America Is Seeing a Challenge from China Unit 2 EU-Comprehensive Strategic Partner of Cooperation Unit 3 Regional Economic Cooperation to Seek Mutually Beneficial Win-win Situation Unit 4 Multilateral Cooperation in Disaster Relief to Express Humanitarian Care Unit 5 Current Global Economy Unit 6 Mandarin Is Bound to Increase Its Global Influence

章节摘录

插图：Crowell died in 1658 and his son succeeded him as Lord Protector, but complicated contradictions and power struggle soon forced his son to abdicate. This led to the formation of a new parliament composed of both Houses. The new parliament soon started negotiations with the son of Charles I. Subsequently, the son of Charles I mounted the throne and became known as Charles II, putting an end to the Commonwealth. Though Charles II dug out Crowell's remains to avenge his father, he was on the whole a man of shrewdness. He was in favor of cooperation with Parliament because he knew that he owed his crown to Parliament. He supported religious tolerance instead of persecution. His practical attitude enabled England to experience another period of peace and develop. Upon the death of Charles II, his younger brother James succeeded the throne and became known as James II. He was unpopular, the Parliament decided to dethrone the king. They negotiated with James II's daughter Mary and son-in-law William to be joint sovereigns, with William known as William III. This was the so-called Glorious Revolution of 1688. It was also known as the White Revolution because it caused no bloodshed.

编辑推荐

《欧美概况与跨文化商务交际视听说》：高职高专商务英语·应用英语专业规划教材

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>