

<<经贸英语>>

图书基本信息

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内容概要

《中国国际贸易学会十二五规划教材：经贸英语》以英语为载体，把经贸学科的专业知识作为被载体，使学习者真正体验经贸职业典型的工作过程，获取以英语为载体的过程性知识，并能在以后的工作中用英语进行相关的交际活动。

《中国国际贸易学会十二五规划教材：经贸英语》集Looking and Thinking、Listening and Speaking、Reading and Understanding、Writing Project为一体，根据经贸工作所需要的英语知识和技能设计英语学习任务，全方位地训练学生经贸英语阅读和表达的实际语言应用能力，从而提高学生的综合职业素质和就业能力，真正体现了教学内容与教学过程职业性与应用性。

书籍目录

Unit 1 Business and Trade Learning Objectives Part Looking and Thinking Part Listening and Speaking Part Reading and Understanding Reading A International Trade Reading B Yard Sales in the United States Part Writing Project Business Letter for Import & Export Corp. Part V Funny Time Unit 2 Company Presentations Learning Objectives Part Looking and Thinking Part Listening and Speaking Part Reading and Understanding Reading A A Trend--Businesses Today Go Global Reading B IKEA--Making Life Better Part Writing Project Advertisement for IKEA Corp. Furniture Part Funny Time Unit 3 Conference and Exhibition Learning Objectives Part Looking and Thinking Part Listening and Speaking Part Reading and Understanding Reading A Trade Show A Promising Industry Reading B Fashion Shows Part Writing Project Event Planning Part Funny Time Unit 4 New Retailing Program Learning Objectives Part Looking and Thinking Part Listening and Speaking Part Reading and Understanding Reading A Factory-to-store Strategy Pays Off for US Retailer Reading B Carrefour--World Largest Food Retailer Part Writing Project Report on Grocery Retail Part Funny Time Unit 5 Business Dinner Learning Objectives Part Looking and Thinking Part Listening and Speaking Part Reading and Understanding Reading A Doing Business over Meals Reading B A Bigger and Better Reception Part Writing Project Letters of Invitation Part Funny Time Unit 6 Brands Learning Objectives …… Unit 7 Money and Banking Matter Unit 6 Marketing Unit 6 Customer Service Unit 6 Starting up Your Own Business

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