

<<新编商务英语综合教程（第2册）>>

图书基本信息

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内容概要

《新编国际商务英语系列教材：新编商务英语综合教程（第2册）》共12个单元，内容主要包括公司管理、市场营销、国际贸易、商务陈述与宣讲、商务谈判、财务管理、电子商务、商务会议、商务访问与旅行、商务宴请、商务文化和商务问题处理。

《新编国际商务英语系列教材：新编商务英语综合教程（第2册）》可供商务英语、国际贸易、国际商务、金融、财税等经贸专业的学生作为复合型专业英语教材使用，亦可供具有一定英语基础的商务工作者学习参考。

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章节摘录

Recruiting. The objective of recruiting is to attract a pool of qualified applicants from which to choose the most appropriate person for a particular job. If recruiting produces only as many as candidates as there are jobs, the employer cannot be selective. If, on the other hand, the efforts to recruit result in a flood of applicants, the firm needs to have a systematic screening apparatus in place.

Selection. Employee selection may be described as a screening or sifting process that identifies applicants who should be extended a job offer. It is constrained by Equal Employment Opportunity regulations and historically has been plagued by haphazard practices and outright abuses. Various types of testing, interviews, physical examinations, and reference checks are all part of this sometimes lengthy sorting-out process.

Orientation. Soon after a new employee joins a firm, he or she should receive an orientation, the process of introducing new employees to their new organization and job. During the orientation the human resources representative commonly covers background like the company's history, organizational structure, product or service lines, and key managers. Other topics may include the company's employee policies and procedures like the sick leave and vacations, the availability of health and life insurance and safety regulations.

Evaluating and Developing Job Performance. Once people have been hired, constructive steps must be taken to keep them productive, relatively content, and up to date. This is where performance appraisal, employee assistance programs, and training and development come into play. We examine each of these important human resources management activities in the section along with a look at promotion, transfer, and discharge.

Performance appraisal. Most public and private organizations big enough to have a formalized management system conduct some type of performance appraisal. A performance appraisal is a formal assessment of how well employees are doing their jobs. Performance appraisal serves two kinds of purposes. First, it helps evaluate employees, including determining eligibility for pay rises and promotion and deciding which employees to retain. Second, it helps develop employees because it is future oriented and aimed at improving the employees' career potential.

Employee assistance program. People do not leave their personal problems on the doorstep when they go to work. Drug and alcohol, domestic, financial, and emotional problems accompany employees into the workplace. Employee drug and alcohol abuse alone cost the US economy an estimated \$60 to \$100 billion a year. As a result, many companies have developed employee assistance programs (EAPs) that offer help and counseling for employees with personal problems. EAPs, in the long run, save rather than cost the company money. The nature and extent of a company's EAP is limited only by management's imagination and willingness to help troubled employees get back on the right track.

Training and development programs. Workplace training today is an immense undertaking. In 1987, according to one study, US public and private organizations budgeted \$32 billion for training and development. The term training and development refers here to the process of changing employee attitudes and/or behavior through some type of structured experience. A recent training trend of great importance is an emphasis on remedial education.

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