

<<商务英语报刊选读>>

图书基本信息

书名：<<商务英语报刊选读>>

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前言

随着全球经济一体化、中国对外开放的进一步扩大，中国社会需要大量英语基础好，又熟悉商务贸易知识的复合型人才。

改革开放三十多年以来，我国综合国力显著提升，经济对外开放与融合的程度不断加深。

大型企业向国际化管理模式的转变及工商企业走出去战略的实施，对商务英语专业人才培养模式提出了更高的要求。

从外语教育的角度来看，商务英语专业学生除了需要具有扎实的语言基本功底外，同时还需要具备较强的跨文化商务交际能力。

为满足各大专院校培养复合型商务英语人才及社会上各阶层经济贸易工作者进一步学习和提高的需要，我们特编写了《商务英语报刊选读》一书。

阅读是语言学习者最重要的信息输入形式之一，本书全面而概括地介绍了商务领域的各个关键领域，如企业管理、市场营销、电子商务等。

本书旨在对学习进行全面而严格的商务基础理论教育及英语语言技能的培训，让学习者在阅读和理解商务英语文章的基础上，既能学习丰富的商务知识，又能熟悉一些商务方面的英语表达，以便提高跨文化商务交际水平。

全书共十五个单元，每单元内容主要由两篇精读文章、一篇补充材料及课后练习组成。

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内容概要

《通识教育系列丛书：商务英语报刊选读》旨在对学习者进行全面而严格的商务基础理论教育及英语语言技能的培训，让学习者在阅读和理解商务英语文章的基础上，既能学习丰富的商务知识，又能熟悉一些商务方面的英语表达，以便提高跨文化商务交际水平。

《通识教育系列丛书：商务英语报刊选读》适用于商务英语专业的学生，同时也适用于对外经贸、财政金融、工商管理等专业专业的学生，还可作为从事国际商务经贸工作人员的重要参考资料。

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章节摘录

Text B Ann Moore: The CEO of Time 导读：30多年以来，时代集团总裁安·穆尔女士目睹了杂志业的演变、兴衰。

如今，杂志业处境艰难，穆尔女士拟将技术作为解决手段，让科技重振杂志业。

她说：“这个行业需要使用科学技术，并使之成为我们的优势。

” There are few things that unnerve Ann Moore, the chief executive of Time Inc, America's largest magazine company, as much as young Americans' "shock" when they hear that her firm will have to start charging them. "Real reporting takes time and money and effort," she says. "Somebody does have to pay for the Baghdad bureau." A recession is a difficult time to convince readers that they need to start paying for information, however, particularly because Time Inc, a division of Time Warner, a media giant, has long made its articles available free online. But a new model is needed, and Ms. Moore is trying all sorts of things in her effort to find one. On March 18th her company launched Mine, for example, a new concept that allows readers to go online and select articles from eight titles, for delivery in print or online as a free, personalized magazine. If this proves popular, the company may start charging for it. This nifty scheme highlights Time Inc's eagerness to attract readers to its magazines-but its ambivalence about adding a price tag. As the boss of a company which oversees 120 magazine titles including Time, People, Sports Illustrated and Fortune, Ms. Moore faces the difficult task of keeping magazines relevant as household budgets shrink, the appeal of free content online grows, and advertisers reduce their spending. At some of her magazines, such as Time, advertising revenues are down by around 30% compared with this time last year, according to Media Industry Newsletter. Ms. Moore has had to tear up her company's five-year plan and draft a new two-year one instead, focusing on two things: internal reorganization and innovation. After laying off around 600 people, Ms. Moore has restructured the firm into three units- news, entertainment and lifestyle-grouping together magazines with similar material, advertisers and audiences. The aim is to maintain editorial quality while increasing efficiency, because titles can share writers and articles and pool resources for functions, such as subscription services. Ms. Moore has also turned her attention to training, launching "Time Inc University", a series of seminars led by Time executives on topics such as branding and teamwork, in February. Ms Moore will teach one of these seminars herself. Ms. Moore has seen the magazine industry evolve, and weather technological shifts, for over three decades. She graduated from Harvard Business School in 1978 with 13 job offers, including one from Time Inc. She accepted it, even though it paid the least, because she had grown up reading Time and dreamt of working at Sports Illustrated. She started as a financial analyst and rose to become associate publisher of Sports Illustrated, but it soon became clear to her that the magazine, a very male title at a company dominated by men, would not make her publisher in a hurry. So she moved to People in 1991, and helped make it one of the most profitable magazines in the world.

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编辑推荐

《通识教育系列丛书》是为大学英语通识教育课程专门开发的，系列丛书按照主题分类，每本自成体系。

按照各主题的实际要求来编写。

内容涵盖当今热点领域旅游、汽车、商务、新闻。

书中内容的组织遵从寓教于乐的原则，即力求让学生在领略、欣赏某主题精彩内容的同时，掌握语言知识、训练语言在各领域的应用能力。

为强化学习效果，书中配以大量练习题。

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