

<<新商务英语强化训练>>

图书基本信息

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内容概要

《新商务英语》的“新”还体现在该套书的设计理念上，即“以人为本，读者至上”。从内容架构上，15个话题串起15个单元，既单元独立，又章章相连，环环相扣，由表及里，由浅入深。学习者可从头至尾，系统学习。亦可根据个人兴趣所需，有选择地进行；从形式安排上，一切为使用者着想，以教程为主线，辅之以强化训练、教学指南、视听材料等。从听、说、读、写、看等多角度强化商务英语学习，展示商务英语学习的乐趣，从而达到寓教于乐，寓学于乐，提高商务英语水平，提升商务英语交际能力的目的。

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章节摘录

It has often been said that if you could invent a new mousetrap, the world would beat a path to your door. But many companies used to pay little or no attention to investing money in a Research and Development department. They preferred to respond to market forces, waiting until the consumer initiated product development by modifying demand in the market place. This usually resulted in simple fine-tuning of a products salient features and many missed opportunities. Manufacturers frequently discovered that innovation had passed them by when it was too late to act. When they finally woke up to the news, they found a competitor had stolen their customers. A frequently heard argument was, If its not broken, dont fix it: Unfortunately, it is still a fact that time is seldom devoted in a small business to intense brainstorming sessions to consider the long-term future of a particular product. Manufacturers often find that theyve done too little too late. But companies ignore investment in research at their own peril. The Swiss watch, Swatch, is a prime example of a product which was produced in response to the loss of a market through competition. Japanese manufacturers stole the Swiss watch industrys market, virtually overnight, when they flooded Europe with cheap digital watches. Digital watches were examples of new technology which soon displaced the old-style analogue watches. The Swiss responded with innovation of their own - a fashion watch, produced on automated machines with economies of scale~, which reversed the decline of their home industry.

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