

<<英语教程>>

图书基本信息

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内容概要

本书根据《五年制高等职业教育实用英语课程基本要求》和《普通高等专科学校英语课程教学基本要求》，在总结了多年的教改个教学经验的基础上编写而成。

本书根据五年一贯制的特点和学生年龄小，可塑性强的优势，合理设计、统筹安排，体现了五年制高职教材的特色。

全书不同于传统英语课程的教学方式，基本思路立足于提高学生的英语交际能力，采用听读领先的教学模式；突出“立足实用，打好基础，强化能力”的高职英语教学原则；强调以话题为中心，以培养学生英语交际能力为重点；注重教材的科学性、趣味性、前瞻性，强调实用性。

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Glossary

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章节摘录

franchisor and licensor of convenience stores with more than 6 , 840 stores in the United States and Canada , and 28 , 900 units internationally. Of the close to 5 , 800 stores the company operates and franchises in the United States , some 4 , 460 are franchised. Internationally , 7-Eleven licensees and affiliates operate more than 28 , 900 7-Eleven and other convenience stores in countries including Japan , Australia , Mexico , Singapore , the Philippines , Sweden , Denmark , Thailand , Norway , Malaysia and China. 7-Eleven also is one of the nation's largest independent gasoline retailers. 7-Eleven pioneered the convenience store concept during its first years of operation as an ice company when its retail outlets began selling milk , bread and eggs on Sundays and evenings when grocery stores were closed. This new business idea produced satisfied customers and increased sales , and convenience retailing was born !

The name 7-Eleven originated in 1946 when the stores were open from 7 am to 11 pm. Today , offering customers 24-hour convenience , seven days a week is the cornerstone of 7-Eleven's business. Every 7-Eleven store focuses on meeting the needs of convenience-oriented customers by providing a broad selection of fresh , high-quality products and services at everyday fair prices , speedy transactions and a clean , safe and friendly shopping environment. Each store's selection of up to 2 , 500 different products and services is tailored to meet the needs and preferences of local customers. Stores typically vary in size from 2 , 400 to 3 , 000 square feet and are most often located on corners for the greatest visibility and easy access. Nowadays , 7-Eleven offers consumers a number of convenient services designed to meet the unique needs of individual neighbors , including copiers , fax machines , automatic teller machines (ATM) , long-distance phone cards and , where available , lottery tickets. 7-Eleven's community relations programs serve the diverse and changing needs of the communities where 7-Eleven stores are operated. In 2000 , through charitable contributions of cash and goods , in-store fundraising activities and local involvement , more than \$2.3 million in support was disbursed to programs addressing issues such as literacy and reading , crime and multicultural understanding.

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编辑推荐

《英语教程》是教育部职业教育与成人教育司推荐教材，“普通高等教育‘十一五’”国家级规划教材。

本教材是在前一阶段学习中阅读和词汇都达到一定量的基础上，侧重培养学生听说能力上，并进行初步的专业英语学习。

本教材在实用上下功夫，在语言应用上下功夫。

通过不同的工作场景和任务，如日常工作、出差、公关、产品销售等，训练学生流利地、正确地使用英语进行交流与沟通。

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