

<<外刊导读>>

图书基本信息

书名：<<外刊导读>>

13位ISBN编号：9787561154212

10位ISBN编号：7561154216

出版时间：2010-3

出版时间：大连理工大学出版社

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页数：146

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## 前言

随着国际化进程的加剧，人才市场对于高校专业教育提出了更高的要求，即不仅要具有扎实的专业功底，还要保持对外界信息的适时知晓。

呈现在读者面前的这本《外刊导读》一书正是为了满足上述要求而精心编撰的。

本书可用做专业教材，亦可用于社会各界人士的参考阅读书目。

本书在编写中突出了以下特点：第一，充分体现了“导读”的作用。

本书给出了阅读英文报刊的基本常识、阅读技巧以及常用外刊网站（附录），重在引导学生学会阅读英文报刊等材料，从而充分利用其中的信息进行科学研究。

第二，文章选取上的专业性与时事性。

本书在文章的选取上，除了体现专业性（在前12个单元中财经类文章有5个单元），还注重时事性，所选取的文章都是近期世界范围内经济、政治、社会生活等领域的最新焦点问题，并计划进行后续版的编写，以随时跟踪国内外经贸、政治领域的热点和焦点问题，为读者提供最新的资讯。

第三，文章来源的权威性。

本书中每一篇文章均从国际知名的英文报刊杂志中选取，包括美国的《纽约时报》、《华盛顿邮报》、《洛杉矶时报》、《华尔街日报》、《今日美国》、《芝加哥论坛报》、《纽约每日新闻》、《纽约邮报》、《财富》、《时代》、《福布斯》、《读者文摘》，英国的《泰晤士报》、《金融时报》、《每日镜报》、《每日快报》、《观察家报》、《经济学家》等。

保证了文章的权威性。

全书共13个单元。

1~12单元，分别为：全球经济、国际金融、投资、管理、营销战略、现代技术、现代科学、世界政治、恐怖主义、社会生活、世界环境以及人类健康。

每个单元第一篇文章前有背景资料介绍，以便读者更好地理解正文。

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### 内容概要

《外刊导读》充分体现导读的作用，文章选自国际知名报刊，通过对文章的分析，介绍国际最新资讯。  
介绍英文刊物的阅读方法。  
所选文章涵盖的范围包括：经济、贸易、营销、管理、财政、投资、科技、政治、恐怖主义、社会生活、环境、健康等。

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UNIT 4 MANAGEMENT Text: Up From the Rubble: Post-Recession Planning Extensive Reading: Why limiting CEO Pay is a Good Idea  
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## 章节摘录

“ A drop in exports, as well as capital inflow, will trigger a falloff in investments, ” Mr. Zoellick said in a speech on Monday. “ Deceleration of growth and deteriorating financial conditions, combined with monetary tightening, will trigger business failures and possibly banking emergencies. ” The immediate danger, economists say, are countries in Eastern and Central Europe, like Bulgaria and Estonia, which run steep trade deficits and are vulnerable to a sudden flight of foreign capital. Iceland, with an overheated economy and suffocating foreign debt, may prove to be the first national casualty of the crisis. On Monday, threatened by a wholesale financial collapse, the government in Reykjavik assumed sweeping powers to intervene in its banking industry. “ We were faced with the real possibility that the national economy would be sucked into the global banking swell and end in national bankruptcy, ” Prime Minister Geir H. Haarde said on Monday. But with global growth slowing sharply, the problems could spread to larger emerging markets, even China, which has a hefty current account surplus and immense foreign reserves. “ Where is China going to sell its exports ? ” Mr. Johnson of M. I.T. said. “ Everyone is going into recession at the same time. ” This week, the focus will be on the Group of 7, whose finance ministers and central bankers are scheduled to meet on Friday at the Treasury Department. The group issued a perfunctory statement of support for the United States, after the Treasury secretary, Henry M. Paulson Jr., briefed members about the rescue plan in a conference call two weeks ago. But European finance ministers, notably Peer Steinbrück of Germany, noted that the crisis began in the United States, and played down the need for a systemic European response. Mr. Zoellick, in his speech, said flatly that the Group of 7 “ is not working. ” He advocates expanding the group — which includes the United States, Canada, Britain, Italy, France, Germany and Japan — to include emerging economies like Brazil, China, India and Saudi Arabia.

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