

<<管理与商务英语>>

图书基本信息

书名：<<管理与商务英语>>

13位ISBN编号：9787561821282

10位ISBN编号：756182128X

出版时间：2005-1

出版时间：天津大学出版社

作者：徐正华、刘常华、邹葳

页数：287

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<管理与商务英语>>

内容概要

面对全球化的企业竞争，出色的英语能力绝对是必要的。
希望在谈判桌上掌握全局指挥若定？
想要随时吸收最新、最快的经贸资讯？
就是现在，准备好提升你的商务英语能力！
《管理与商务英语》针对你的需要，提供包括经济管理、商业谈判、贸易往来等相关英语，让你在全球化的商业舞台，成功夺得先机！

书籍目录

Unit One Corporate Governance and Leadership (1) Section A Corporate GovernanceSection B Board of Directors and Higher Managerial PositionsSection C LeadershipUnit Two Management Area (13) Section A Company StructureSection B Personnel Manager and Human Resources ManagerSection C Chief Knowledge OfficerUnit Three Strategic Management (1) (26) Section A External and Internal EnvironmentSection B Organizational Structure and ControlSection C Other StrategiesUnit Four Strategic Management (2) (41) Section A Acquisition StrategySection B Business-level and Corporate-level StrategySection C Competitive DynamicsUnit Five Finding Jobs (56) Section A Job DescriptionSection B Advertisements for JobsSection C Applications and InterviewsUnit Six Finance (70) Section A Important AccountsSection B Stock MarketSection C Company PerformanceUnit Seven A New Product (83) Section A Marketing A New ProductSection B Marketing ResearchSection C Research ProcessUnit Eight Advertisement and Promotion (100) Section A Advertising MediaSection B Promotional MixSection C Effective AdvertisementUnit Nine Sales and Negotiation (117) Section A Sales Inquiries and Sales DocumentsSection B NegotiationSection C Types of Negotiation StylesUnit Ten Distribution and Transport (137) Section A Distribution Channels and StrategiesSection B Transport Carriage and PackageSection C Transport Arrangements and DocumentsUnit Eleven Insurance and Payment in Foreign Trade (150) Section A InsuranceSection B Arranging Cargo Insurance and Making Insurance ClaimsSection C Documentation and PaymentUnit Twelve International Business (159) Section A International BusinessSection B International Business TravelSection C Business Ethics and Cultural DiversitySuggested Answers (175)

<<管理与商务英语>>

编辑推荐

面对全球化的企业竞争，出色的英语能力绝对是必要的。
希望在谈判桌上掌握全局指挥若定？
想要随时吸收最新、最快的经贸资讯？
就是现在，准备好提升你的商务英语能力！
本书针对你的需要，提供包括经济管理、商业谈判、贸易往来等相关英语，让你在全球化的商业舞台，成功夺得先机！

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>