

<<商务英语精读（第二册）>>

图书基本信息

书名：<<商务英语精读（第二册）>>

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内容概要

《高等院校商务英语专业核心课精品系列教材：商务英语精读（第2册）》对话以两家虚拟的中外企业之间的相互交往并逐步开展业务为主线，内容涉及外企业日常经营、管理、营销和外贸业务操作等方面。

本册是第二册。

书籍目录

Unit 1 Economic Integration

Section One: Business Communications

Making an Appointment

Section Two: Text

Levels of Economic Integration

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Factors Driving Global Economic Integration

Unit 2 The Multinational Firms

Section One: Business Communications

Establishment of Business Relations

Section Two: Text

The Role of Multinational Enterprises

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

The Effects of MNEs on Host and Home Economies

Unit 3 Balance of Payments

Section One: Business Communications

At the Banquet

Section Two: Text

Balance of Payments Accounting

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

The Accounts of the Balance of Payments

Unit 4 Tariff Barriers

Section One: Business Communications

Shopping

Section Two: Text

Types of Tariff Barriers

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five= Business Reading

Forms of Trade Barriers

Unit 5 Non-Tariff Barriers

Section One: Business Communications

Sightseeing at the Great Wall

Section Two: Text

Non-Tariff Barriers

Section Three: Exercises

Section Four= Biz Fueling Station

Section Five= Business Reading

ASEAN's Efforts to Eliminate NTBs

<<商务英语精读 (第二册) >>

Unit 6 GATT and WTO

Section One: Business Communications

Price Inquiry

Section Two: Text

The World Trade Organization

Section Three: Exercises

Section Four= Biz Fueling Station

Section Five= Business Reading

Controversy over the WTO

Unit 7 Basics of Management

Section One: Business Communications

Definition of Management

Section Two: Text

What is Management?

Section Three: Exercises

Section Four= Biz Fueling Station

Section Five: Business Reading

A Case of Management: Starbucks

Unit 8 Roles of Management

Section One: Business Communications

Talking About Managerial Roles

Section Two: Text

What Do Managers Do?

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

The Dell Way of Management

Unit 9 Managing in a Global Environment

Section One: Business Communications

What's Wrong with Our Company?

Section Two: Text

Managing in a Global Environment

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Global Marketing into 21st Century

KEY TO EXERCISES

附录 (Appendix)

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编辑推荐

《高等院校商务英语专业核心课精品系列教材：商务英语精读（第2册）》在结构、内容编排上多有创新之处。

每单元都围绕一个主题，自成体系。

同时，各章内容还一脉相承、融会贯通、环环相扣、逻辑严密，使全书构成一个有机的整体。

在编写过程中，《高等院校商务英语专业核心课精品系列教材：商务英语精读（第2册）》把语言知识、语言技能、商务知识、跨文化商务交际能力等各项知识技能的学习和培养综合考虑，为学生今后在商务领域的深入学习奠定了基础。

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