

<<商务英语综合教程（上册）>>

图书基本信息

书名：<<商务英语综合教程（上册）>>

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内容概要

《全国高职高专院校规划教材·商务英语专业：商务英语综合教程（上册）（第2版）》维持了原教材的基本体例。

改变集中在对主课文的“一增一减”。

增加了当今经济社会正在发生且不断变化的全球经济、贸易及商务活动最新动态的文章及相关专业术语、背景知识和详细的参考资料的详解；删减了一些内容过时的文章及较为难懂的说明和语句。

《全国高职高专院校规划教材·商务英语专业：商务英语综合教程（上册）（第2版）》主要是针对商务英语教学，强调的是在与时俱进的商务活动中特殊语言交际方式和特殊商务语言形式的运用，使学生在学语言的同时，掌握必要的且具有时效性的商务知识及技能。

《全国高职高专院校规划教材·商务英语专业：商务英语综合教程（上册）（第2版）》的教学目标是以高职高专商务英语人才培养目标为依据，突出教学内容的实用性、时效性和针对性，将语言基础及商务交际能力有机结合起来，以满足21世纪经济发展全球化的要求。

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Formal Definitions 4 A multinational enterprise shall be defined as a business organization which owns (whether wholly or partly) , controls and manages assets , often including productive resources , in more than one country , through its member companies incorporated separately in each of these countries. Each member company is known as a multinational corporation. Each MNC is purported to represent certain interests (or to fulfill certain goals) of the multinational enterprise and is linked to one another within the organizational framework of the same multinational enterprise. If the MNC is the original investing corporation , it is known as the parent MNC , which is normally also the international headquarters of the MNE. If the MNC is established as a result of investments by the MNE , whether through the parent MNC or through another of its already established MNC , it is an affiliate MNC. An MNE may also have various regional or operational headquarters , in addition to an international headquarters.

Characteristics of MNEs 5 Firstly , MNEs are generally enormous in size. As early as 1973 the United Nations report on "Multinational Corporations in World Development" noted that : "the amount of annual sales runs into hundreds of millions of dollars" , 6 There is little doubt that the size of an MNE does indicate the amount of resources it controls even though the amount of resources located in particular countries may be small. 7 Wide geographical spread is also characteristic of MNEs. Such geographical spread of MNEs enables them to have a wide range of options in terms of decisions in areas such as sourcing and pricing. They are also more able to take advantage of changes in the international economic environment. Such multinationality also enables MNEs to engage in worldwide integrated production and marketing giving rise to extensive intra-MNE transactions which constitute a very significant proportion of total international trade. 8 Another general characteristic of large MNEs is their longevity and rapid growth. Some MNEs have a history of many years and their double digit growth rate for revenue adjusted for inflation is higher than that of the GNP of most countries.

Needs , Goals and Behavior of MNEs 9 The behavior of MNEs is very much determined by their needs. These needs are often identified as goals. The purpose of organization is to facilitate the MNEs' operations and the purpose of its operations is to achieve its organizational goals. 10 Like most business organizations , MNEs are formed for profit. There is little doubt that the profit goal represents the basic need of the MNEs' shareholders. It is also the need of all groups interested in the continued survival of the MNE. Yet this interest in the continued survival of the MNE expressed a second basic need-need of security. 11 The importance of security to any MNE cannot be doubted. Profit is useless if it cannot be secured by the MNE and transferred wherever it so desires. Its assets and investment must be secured. A favorable business environment must also be secured. Without security , an MNE's survival can never be assured. It is no wonder that MNEs have embarked on policies to grow into gigantic sizes , to control resources , and production and manufacturing processes in many countries , and even to intervene in the affairs of government in both the home and host countries , in order to ensure the security of its profits , assets , organizations and operations.

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