

<<国际经贸英语>>

图书基本信息

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前言

《国际经贸英语》是专门为国际经济与贸易及财经类其他专业高年级学生开设的专业必修课。本课程的教学目标是：通过教学与实践，使学生广泛接触大量真实的财经英语原文，系统地学习、掌握国际经济与贸易有关的英语词汇，提高阅读理解能力；熟练地用英语解说当今世界国际经贸活动中发生的重要事件与国际经贸基础知识；成为精通国际经贸英语的实用型专业人才。

为此，我们编写了《国际经贸英语》作为大学高年级的专业英语教材。其最大特点是：内容新颖、翔实，结构合理、清晰，为海内外学生提供了优质的、集知识性和趣味性为一体的经贸素材，使学生在英语学习中对国际经济与贸易知识有一个总体的认识。具体而言，本教材向学生介绍了亚洲、欧洲、美洲、非洲等地区有关的经贸信息以及世界贸易组织的一些基本情况，同时也介绍了一些跨国公司的营销管理知识，使学生较为全面地了解国际经贸活动的背景知识、国际营销和管理的基本概念和成功案例。

本书的编排形式为：篇章、词汇、注释及思考讨论。全书共分8章，第1、2、3、4章为世界各地经贸背景 and 知识；第5章介绍世界贸易组织；第6、7章概述市场营销和管理的基本知识与成功案例；第8章展现经济全球化的进展与影响。

本教材可作为国内外各大专院校、职业技术学院的专业英语教材，也可供从事涉外经济、贸易工作的读者作为重要的参考读物。

本书由张洪岩（编写第1、3、4、6、7章）负责全书的统稿工作并担任主编，陈红蕾（编写第2、5、8章）负责收集、审阅资料并担任副主编。

本书在编写过程中得到了暨南大学的大力支持和资助，在此表示衷心的感谢！

由于编者的水平和时间、精力的限制，书中难免有不足之处，希望广大读者予以批评指正。

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内容概要

本教材向学生介绍了亚洲、欧洲、美洲、非洲等地区有关的经贸信息以及世界贸易组织的一些基本情况，同时也介绍了一些跨国公司的营销管理知识，使学生较为全面地了解国际经贸活动的背景知识、国际营销和管理的基本概念和成功案例。

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章节摘录

China is now an important trade power. China initiated economic reforms in 1978, when it endeavoured to change from the centrally planned economic system of the Soviet system, to one based on a market economy. China is now pursuing a " socialist market economy ", with the State still playing an important role in the economy, which is developing into a full-fledged market economy. Despite the remaining state role, the economy bears all the major features of any other market economy, such as free competition and the market interplay between supply and demand. The socialist percentage (state-owned portion) is reducing through restructuring capital ownership while the percentage ownership of private and foreign capital is constantly increasing. China ' s legislation has closely followed the practice of a market economy. In 1993, the 8 " National People's Congress (NPC) amended the national constitution to emphasize the importance of a private economy and stipulate that China pursues a socialist market economy. During 1993-2003, the basic laws regulating the market economy were formulated. The most important law protecting private property is about to be adopted in the 10 " NPC Session. The socialist market economy has boosted the Chinese economy and revitalized it. The Chinese economy has developed quickly, with a 9.4 percent annual GDP growth rate. Table 1 shows the progress made in recent years. In recent years, based on this economic growth, China has also achieved unprecedented process in foreign trade and in attracting foreign investment. Using 2004 as an example, trade volume scored \$1,154.74 billion, an increase of 35.7 percent since 2003.

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