

# 《商务西班牙语入门》

## 图书基本信息

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## 前言

Introduction to Business Spanish is directed at beginners , professionals and students, who need a basic introduction to the Spanish language in order to support or enhance their career development. Its two major objectives are : to introduce basic notions of Spanish language to those who do not have knowledge of this language; to introduce the lexis (words and terminology) that is needed for use in everyday business situations. The methodological focus developed by the authors is specifically designed to provide a structured approach for the development of the communicative competence of the learner. A number of varied activities have been prepared for the student to work through the four language abilities or linguistic skills: listening comprehension, oral comprehension, reading comprehension and written expression. There is a particular emphasis on the acquisition and development of specific purpose and general vocabulary. The authors have also provided the basic functional and grammatical frameworks that will allow students to participate in both formal and informal everyday communicative situations in the world of business.

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## 内容概要

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- to introduce basic notions of Spanish language to those who do not have knowledge of this language;
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## 作者简介

Ma Lourdes de Miguel García , has more than twenty years teaching and training experience. She graduated in linguistics from the University of Kent, UK and she has obtained master degree in Teaching of Spanish from the University of Salamanca, Spain. She has several other postgraduate qualifications in teaching foreign languages. Her research area is based on the methodology of teaching vocabulary in a foreign language. Her most recent publication can be found at: <http://www.marcoele.com/num/1/lexicoele.php>. She is a lecturer in Spanish language in the Sydney Business School at the University of Wollongong, Australia. She teaches a range of students including those from Non-English speaking backgrounds.

José Ramón Gómez Molina Doctor in Pedagogy and Spanish Philology. He is Professor of Department of Spanish Philology at the University of Valencia, Spain. His academic interests are in Sociolinguistics and the teaching of Spanish as a first, second and foreign language. He has an extensive range of publications , available at [http : //parnaseo.uv.es / posgrado / CV / Cu rriculum G OmezMolina.pdf](http://parnaseo.uv.es/posgrado/CV/Cu rriculum GomezMolina.pdf) and <http : //www.UV.es / valesco / miembros>. He has Collaborated in curriculum development for the Cervantes Institute. He is currently the scientific coordinator of an important soci-olinguistic Spanish language project subsidized by the Spanish Ministry of Science and Technology

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## 书籍目录

UNIT 1 LEARNING SPANISH Dialogue 1: (In the classroom) Greetings and introductions. Dialogue 2: (In the canteen) Informal introductions. Dialogue 3: (In an employment office) Information request. Dialogue 4: (In Madrid Airport) Formal introductions. Final Task: To elaborate a personal identification form. UNIT 2 THE COMPANY Dialogue 1: (In the Director's office) Welcome and farewell. Dialogue 2: (In the Administration Manager's office) Information request. Dialogue 3: (In the Director's office) Providing information. Dialogue 4: (In the Director's office) Work planning. Dialogue 5: (In the meeting room) Company organization and functions. Final Tasks: To elaborate a data base. Planning to open a company. To fill in a personal resume. UNIT 3 THE PRODUCT Dialogue 1 : (In the Project Manager's office) Work diary. Dialogue 2: (In Iberia Logistica central office) A job interview. Dialogue 3: (At a business dinner) Product information. Dialogue 4: (In Iberia Logistica meeting room) Promotion of the product. Final Tasks: To fill in a migration card. To prepare the presentation of a product. UNIT 4 BUSINESS RELATIONS Dialogue 1 (In a hotel in Madrid) Information about location. Dialogue 2: (In Madrid Chamber of Commerce) Reception. Meeting plan. Dialogue 3: (In a restaurant) Meal order. Commercial agreement. Dialogue 4: (In Iberia Logistica meeting room) Conditions of purchase. Final Tasks: To elaborate a company card. To reach an agreement on conditions of payment. To consolidate contents of previous tasks. EXERCISES KEY BOOK. Unit 1 Unit 2 Unit 3 Unit 4

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## 章节摘录

Rosa: Bueno. Ya podemos empezar. Juan: Pero primero , que le apetece tomar ? Una copa de vino, un licor, un refresco, ... Rosa: Prefiero una copa de Jerez. Juan: Muy bien. Belen: Mire. Despues de haber un estudio de mercado, nuestra empresa quiere promocionar un programa de gestión administrativa muy util para empresas que estain ampliando su plantilla. Juan: Hemos hecho una campafia de publicidad en prensa y ahora lo vamos a promocionar en la radio y en la television. Que le parece ? Rosa: Opino que sus asesores comerciales trabajan bien. Pero antes de decidir, tengo que tratar este tema con el Director de mi empresa. Juan: Bien. Usted lo comenta con el Director. Y podemos quedar la semana próxima para reunimos otra vez. Rosa: Lo siento. La próxima semana yo estare en el extranjero. Podemos quedar la ultima semana de este mes en mi despacho. Juan: De acuerdo. Ya nos llamara usted. Aqui tiene mi tarjeta. Belen: Aqui viene el camarero con la carta. Pedimos la cena y luego continuaremos. Rosa: De acuerdo. ( A1 final de la cena, mientras toman cafe ) Belen: Tambien tenemos otra oferta para sus oficinas. Infogestión ha diseñado un nuevo modelo de impresora de color que no cuesta mucho y se esta vendiendo muy bien. entrego este folleto con todas las características. Rosa: Los dos productos son muy interesantes. Opino que hay que tratar estos temas con el equipo directivo de mi empresa. Juan: Efectivamente. Lo comprendemos. Además, nosotros podemos bajar los precios considerando otras ofertas. Rosa: Eso esta bien. Actualmente, la competencia es muy grande.

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## 精彩短评

- 1、嗯想要学习扩展的就不要买了因为这里面都是基础知识。
- 2、快递服务态度好，书绝对正版。赞一个！！
- 3、应该还可以，不提不清楚
- 4、对于我这种刚入门的人来说很受用，内容不是很多，分类比较细，就是可惜CD里的听力不是MP3格式的，不能放到随身听里。
- 5、由简单到深入
- 6、内容不够深入，没中文，也没生词，不适合初学者
- 7、这是一本英，西人士用英语编写的商务西班牙语入门书。虽说是入门级，但对不懂英语或西班牙语初级水平的读者来说还是有点难度的。该书没有生词表，课文中例出的句型是用英语解释的；练习或是西班牙语或是西英互练，所有练习均附有参考答案。该书供有4个单元，分别是：1) 学习西班牙语，包括打招呼；介绍；询问个人信息等，2) 公司，包括咨询；信息提供；工作计划和公司架构及职能等。3) 产品，包括面试；产品信息及促销等。4) 商务关系，包括问询地点；会议计划；工作午餐；商务合同及谈判等。练习主要分为：课文理解；西英文互练；填空；阅读理解和每一单元相对应的语法及词汇练习。课文的语法练习相对简单，基本上是动词（不规则动词）的变位和句型练习。课文的内容包括句型词汇都是职场人士应该了解和掌握的最基本的东西，对于懂英文想学西文的人士来说这是一本不可多得的入门好书。唯一的遗憾是该书的对话（听力）部分未配有录音。
- 8、呃...我是西班牙语初学者，而且是想自学。  
原以为这本书是可以用来作为商务信函格式及范文的参考。  
失策了.....  
想要自学的，希望考虑慎重。
- 9、我买的这本书，学习过，很不错。就是遗憾 没有配CD ,能否有其他买过此书的人确认下，这本书有配CD吗。反正我是没看到
- 10、这几天还在抄
- 11、关于商务西班牙语的入门词汇以及概念，此书不错
- 12、听力如果是正常语速会更好
- 13、很好，送货快，书好

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## 精彩书评

1、看这本书已经是11年12月的事了，当时翻看此书的第一印象还不错，英语和西班牙语编排，书中提到了不少商务专业词汇，但都是入门级别并不复杂，每个单元均以一段对话开始，都是商务交谈为主，后面还有配套的练习。感觉西班牙语只要入了门再加上字典应该都能看得懂，而且都会有收获。



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