

# 《商务英语》

## 图书基本信息

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# 《商务英语》

## 内容概要

《高职高专“十二五”规划教材:商务英语》书由10个单元组成,内容涉及求职面试、产品推广、商务接待、市场营销、国际贸易等十大核心商务主题,满足商务人士应对涉外商务活动所需的“语言能力”、“专业能力”和“职业素养”。《高职高专“十二五”规划教材:商务英语》既适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用,也可作为涉外人员培训教材或商务工作者自学之用。

## 书籍目录

- Unit 1 Introduction
- Unit 2 Analysis of the Trade Project
- Unit 3 Trade Cooperation
- Unit 4 Sales Promotion
- Unit 5 Business Reception
- Unit 6 Business Negotiations
- Unit 7 Sign a Contract
- Unit 8 Execution of contract
- Unit 9 Customer Service
- Unit 10 New Business Proposal

## 章节摘录

Peter : OK.The shopping mall near the railway station on Zhongshan Road , covers an area of 147 , 000 square miles.In the planning of it , we will bear in mind the long—term development of the city and the needs of the citizens for material and cultural life , making it a multi—functional"one—stop"consumer sites for shopping , dining , entertainment , travelling , and culture services.We need about two hundred million for initial investment.Of course , we can't take out the funds by ourselves , we need to adopt appropriate ways and means to collect money.That's all.Thank you. CP : Now , you can present your own ideas.How about you , Sally ?

Sally : I don't think it's a feasible project.According to the general rules , the rise of shopping mall is based on the average income per year of \$10 , 000 , how about this city ? So , it's an unviable opinion. Ann :

Sorry , I can't agree with you , we cannot ignore the fact that we have a demographic advantage ; the use of proportion on this issue may be more ability to persuade.The amount of rich man is much more than other countries , so.I think that purchasing power shouldn't be distrusted. Sally : No , no.no , the key point is not purchasing power , is how many customers will really complete the purchasing in our shopping mall.Some operated shopping malls in China have been stuck in an embarrassing position , for the real rich men don't buy luxury goods in domestic stores and the common people can't afford that.Besides it. ....

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## 编辑推荐

《高职高专“十二五”规划教材：商务英语》以《高职高专教育英语课程教学基本要求》为依据编写，坚持“应用为主，够用为度”的编写原则，基于岗位需求，突出体现系统性、针对性和实用性。

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