

# 《新编商务英语听力》

## 图书基本信息

书名：《新编商务英语听力》

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## 前言

要提高听力，必须培养准确感知英语语音、语调的能力，熟练掌握系统的英语基础知识，了解和熟悉相关的文化背景知识。提高听力最根本的方法是多听多练，只有多听多练才能变“听不懂”为“听得懂”，变“被动”为“主动”。“听”不仅是语言交际的重要方面，而且是获取知识和信息的重要途径。因此，在学习英语的初级阶段，多进行听力训练是非常必要的。《新编商务英语听力》是新编商务英语系列教材之一，旨在通过由浅入深、由易至难渐进式的听力技能训练，逐步提高学生的“听”的能力。原教材《商务英语听力》在实际使用中受到了广泛好评，《新编商务英语听力》在总结往年教学实践的基础上，对原教材作了进一步完善，使之特点更鲜明，内容更精炼，梯度更合理，形式更生动活泼，以期达到更好的教学效果。本教材虽然是为学习商务英语的学生而设计和编写的，但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册，总教学课时为240学时，每册60学时。第一、二册以训练学生的基本听力技能为主，为提高其商务英语的听力水平奠定扎实的基础；第三、四册注重提高学生商务英语的实际应用能力。本书为《商务英语听力》第2册，共15个单元并含期中、期末两篇测试题。每单元有一个特定的主题，由5个部分组成：第一部分为准备性练习，为基础的听力技巧训练，包括对语音、单词和句子结构等的辨认以及对数字、时间等的熟悉训练，以帮助学生奠定听力的基础；第二部分为短小对话，围绕单元主题展开，使学生掌握各种基本的听力技能；第三部分为较长篇幅的理解性材料，旨在帮助学生进一步熟悉围绕单元主题展开的各种情景，有助于学生扩大知识面，提高“听”的理解能力；第四部分为补充材料，为适应不同层次学生的学习要求，教师和学生可根据教学实际，有选择地使用。最后新增了幽默故事，旨在活跃教学气氛、增强趣味性的同时，帮助学生增强语感，提高听力。

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## 内容概要

《新编商务英语听力(2教师用书)》既适用于教师教学,也可供学生课外自学。《新编商务英语听力(2教师用书)》另配有录音磁带。《新编商务英语听力(1~4)(教师用书)》为“新编商务英语系列丛书”之一,是《新编商务英语听力(1~4)(学生用书)》的教学辅导用书。全书共分15个单元以及期中、期末两套测试题,每个单元由5个部分组成,内容涉及日常生活及各种商务活动,《新编商务英语听力(2教师用书)》对每个部分都给出了相关的教学指导以及详细的练习答案。

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## 章节摘录

Product design is a key factor which determines the success of the exporters marketing effort. What products should be sold? He may want to sell whatever he is selling in the home market. For some exporters, this policy proves to be a successful and profitable approach. But more often than not, selling poorly designed products to incorrectly defined markets has resulted in costly and sometimes ruinous returns. It is because consumers do not simply buy what you want to sell them. The exporter must find out what consumers need and make sure that the product can satisfy their needs. Product development is the exporters continuous job of designing products and product lines to satisfy the constantly changing desires and needs of customers.

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