

《新编商务英语精读》

图书基本信息

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前言

出版后，承蒙广大师生厚爱，在全国很多大专院校使用。笔者不断收到各校教师的来信来电，询问教师用书的编写情况。由于教学任务繁重，又因《商务英语精读》需要重新修订，教师用书一直是编者的一块心病。现在《新编商务英语精读（1-4）（学生用书）》已经出版，并已在全国几百所高等职业和高等专科学校使用。那么，如何编写一本教师喜欢的教师用书？我们认为一本好的教师用书应符合以下几项原则。

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书籍目录

Unit 1 Advertisement Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 2 Business Communication Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 3 Organizational Culture Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 4 Family Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 5 Sightseeing Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 6 Public Relations Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 7 Modern Office Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 8 Production Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 9 Automobiles Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

Unit 10 Insurance Teaching Aim(教学目的) Background Information(背景知识) Language and Culture Focus(语言文化要点) Teaching Tips(教学提示) Key(练习答案)

章节摘录

product. Incorrect or misleading information may trigger a lawsuit by the aggrieved company. Cooperative Advertising is a system that allows two parties to share advertising costs. Manufacturers and distributors, because of their shared interest in selling the product, usually use this cooperative advertising technique. Cooperative advertising is especially appealing to small store owners who, on their own, could not afford to advertise the product adequately. Direct-Mail Advertising Catalogues, flyers, letters, and postcards are just a few of the direct-mail advertising options. Direct-mail advertising has several advantages, including detail of information, personalization, selectivity, and speed. But while direct mail has advantages, it carries an expensive per-head price, is dependent on the appropriateness of the mailing list, and is resented by some customers, who consider it "junk mail". Informational Advertising In informational advertising, which is used when a new product is first being introduced, the emphasis is on promoting the product name, benefits, and possible uses. Institutional Advertising takes a much broader approach, concentrating on the benefits, concept, idea, or philosophy of a particular industry. Companies often use it to promote image-building activities, such as environmentally friendly business practices or new community-based programs that it sponsors. Institutional advertising is closely related to public relations, since both are interested in promoting a positive image of the company to the public. Outdoor Advertising Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily traveled city streets and when the product being promoted can be purchased locally. Persuasive Advertising is used after a product has been introduced to customers. The primary goal is for a company to build selective demand for its product. For example, automobile manufacturers often produce special.

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