

《职场商务英语》

图书基本信息

书名：《职场商务英语》

13位ISBN编号：9787508488066

10位ISBN编号：7508488067

出版时间：2011-8

出版社：中国水利水电出版社

页数：237

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu000.com

《职场商务英语》

内容概要

《职场商务英语》基于商务工作主要流程的先后顺序编排，分为公司模块、客户开发和接待、产品的促销与推广以及产品进出口四个学习模块，共24篇课文。其中，第一模块按照选择商务组织形式 - 公司成立 - 设置机构 - 公司文化 - 公共关系分为5个学习情境；第二模块按照电话开发业务 - 办公室开发业务 - 商务娱乐 - 海外开发业务分为4个学习情境；第三模块按照营销的调研 - 策划 - 实施的过程分为5个学习情境；第四模块按照业务准备工作 - 交易磋商 - 签订合同 - 履行合同的步骤分为10个学习情境。本教材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。

《职场商务英语》

书籍目录

Unit 1 An Overview of CompanyText 1 Business OrganizationText 2 Establishment of a CompanyText 3 Company StructureText 4 Company CultureText 5 Public RelationsUnit 2 Development & Reception of CustomersText 6 Business on the PhoneText 7 Business at the OfficeText 8 Business Leisure——Business Dinner and Sightseeing Text 9 Overseas Business ——Business TripUnit 3 Promoting ProductsText 10 Marketing ResearchText 11 Marketing PlanningText 12 Marketing Implementation——Segmentation , Targeting , and PositioningText 13 Marketing Implementation——Marketing Strategy Text 14 Marketing Implementation——New Product and its PromotionUnit 4 Import and Export PracticeText 15 Business Preparation (1) ——Ways of Establishing Business RelationsText 16 Business Preparation (2) ——Strategies of Establishing Business RelationsText 17 Business Negotiation (1) ——Process of NegotiationText 18 Business Negotiation (2) ——Strategies and TechniquesText 19 Business Negotiation (3) ——Payment NegotiationText 20 Business Negotiation (4) ——Insurance NegotiationText 21 Business Negotiation (5) ——Shipment NegotiationText 22 Business Contract——Contract FundamentalsText 23 Contract Performance (1) ——Implementation of the ContractText 24 Contract Performance (2) Claims and SettlementsReferences

章节摘录

The sole proprietorship is the easiest form of business to start. The main advantage is that the owner has exclusive control over its operations. As to the disadvantage, it is often difficult for the owner to raise large sums of money owing to the limited ability to repay loans by an individual's assets. The general partnership form of organization involves two or more persons and is more complex than the sole proprietorship. Each partner may receive different shares of the profits depending on their investment or contribution. Whenever a member leaves or a new member is added, the firm must be restructured as a new partnership. Partnership is classified as either general or limited. General partners manage and control the partnership and all partners enjoy unlimited liability. Limited partners have limited liability, that is, their liability is limited to the extent of their investment in the partnership, and they do not participate in the management or control of the partnership and as long as they comply with state law. Limited partners have no control over the everyday management of the partnership, whereas general partners have a voice in the everyday management.

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu000.com