

《职通商务英语拓展教程》

图书基本信息

书名：《职通商务英语拓展教程》

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前言

随着经济全球化的进一步发展，我国与世界各国的经济合作日益深入，国际商贸交往日益频繁。在对国际化商贸人才需求日益增加的同时，社会对高素质商贸人才的英语应用能力的要求愈来愈高，进而对商务英语教学的载体——商务英语教材的编写也提出了更高的要求。《职通商务英语》系列教材旨在提高学习者的商务英语语言交际技巧，培养其熟练掌握英语，通晓商务知识，熟悉国际商务环境，善于跨文化交际的能力，以满足现代社会对商贸人才的需求。

《职通商务英语》系列教材将商务专业知识和跨文化商务交际能力与英语语言运用技能结合在一起，以学生为中心、以商务为环境、以商贸岗位任务为路径、以商务交际为目的，由浅入深，循序渐进，通过对学生听、说、读、写、译等基本技能的全面训练，培养学生通晓商务技能，掌握英语知识以及在未来岗位中完成商务任务和商务交际的能力。培养学习者在商务场景中使用英语语言知识和商务知识的技能，使学习者能够完成具体商务任务，成为适应社会需要的应用型涉外商务工作者。使学习者了解和领悟商务活动中需要的知识，掌握商务活动中需要的技能，并灵活运用于商务实践。使学习者通晓商务英语语言知识与技能，完成商务交际任务。

一.《职通商务英语》系列教材的特点

1.分析岗位，设计系统 《职通商务英语》系列教材是在分析商贸职业人才培养目标，解构职业岗位的基础上，针对行业、企业对商贸高素质人才的要求完成单元主题及框架结构设计的。设计系统新颖，适合高职高专经贸商务专业的学生使用。

《职通商务英语拓展教程》

内容概要

《职通商务英语拓展教程(1)》是在分析商贸职业人才培养目标，解构职业岗位的基础上，针对行业、企业对商贸高素质人才的要求完成单元主题及框架结构设计的。设计系统新颖，适合高职高专经贸商务专业的学生使用。

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书籍目录

Unit 1 Business Kaleidoscope Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 2 Business Enterprise Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 3 Business Plan Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 4 Business Relationship Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 5 Marketing Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 6 Advertising Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 7 Retail Business Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 8 Banking Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 9 E-Business Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Unit 10 Customer Service Vocabulary Practice Grammar Practice Reading Practice Writing Practice Business Etiquette Leisure Time
Answer Key

章节摘录

International Distribution Strategy Distribution is a vital aspect of overseas marketing. Marketers must set up proper channels and anticipate extensive physical distribution problems. Foreign markets may offer poor transportation systems and warehousing facilities —— or none at all. Global marketers must adapt promptly and efficiently to these situations to profit from overseas sales. A distribution decision involves two steps. First, the firm must decide on a method of entering the foreign market. Second, it must determine how to distribute the product within the foreign market through that entry channel. The next auto imports are likely to come from Chinese manufacturer Geely. The firm decided to unveil its initial models at the North American Auto Show in Detroit, where dealers and car buffs could catch the first glimpse of the Free Cruiser and Beauty Leopard. Some dealers took the cars seriously —— and asked for more information about importing and selling them. “ What you are seeing is the first stage, ” predicts Mike Hanley, a global director for Ernst & Young. “ Everybody recognizes that the Chinese car will end up in North America. It's a matter of time. ”

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