

《体验商务英语教师用书2》

图书基本信息

书名：《体验商务英语教师用书2》

13位ISBN编号：9787040346077

10位ISBN编号：7040346079

出版时间：2011-6

出版社：高等教育出版社

页数：182

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

《体验商务英语教师用书2》

内容概要

《体验商务英语教师用书2(第2版)》延续了第一版活泼、高效的体验式商务英语学习模式。在此基础上对听力和阅读材料进行了全面更新，紧扣时代脉搏，多维度拓展商务英语语言及交际能力，着力打造精品。《体验商务英语：教师用书2(第2版)》由《综合教程》(1-5)、《教师用书》(1-5)、《同步练习》(1-5)和《视听说教程》(1-4)组成，各册均配有多媒体教学资源。

《体验商务英语教师用书2》

书籍目录

Introduction
Notes on units
Unit 1 Careers
At a glance
Business brief
Lesson notes
Unit 2 Selling online
At a glance
Business brief
Lesson notes
Unit 3 Companies
At a glance
Business brief
Lesson notes
Revision
Unit A
Unit 4 Great ideas
At a glance
Business brief
Lesson notes
Unit 5 Stress
At a glance
Business brief
Lesson notes
Unit 6 Entertaining
At a glance
Business brief
Lesson notes
Revision
Unit B
Unit 7 Marketing
At a glance
Business brief
Lesson notes
Unit 8 Planning
At a glance
Business brief
Lesson notes
Unit 9 Managing people
At a glance
Business brief
Lesson notes
Revision
Unit C
Unit 10 Conflict
At a glance
Business brief
Lesson notes
Unit 11 New business
At a glance
Business brief
Lesson notes
Unit 12 Products
At a glance
Business brief
Lesson notes
Revision
Unit D
Text bank
Teacher's notes
Unit 1 Careers
A career in retail banking
Training on the job
Unit 2 Selling online
Film deals
online
Online advertising
Unit 3 Companies
Computer company success
Change for success
Unit 4 Great ideas
Ideas from consumers
Ideas from R&D departments
Unit 5 Stress
Investing in stress-free companies
Technology-helpful or stressful?
Unit 6 Entertaining
Entertain in style
Golf sponsorship
Unit 7 Marketing
Luxury brands
Food and drink companies
Unit 8 Planning
Expansion plans
Survival plans
Unit 9 Managing people
Giving staff more freedom
Improving the work environment
Unit 10 Conflict
Better leadership
Outsourcing conflict
Unit 11 New business
Need for fast expansion
Problems of success
Unit 12 Products
Launching several new products
Following new trends
Text bank answer key
Resource bank
Teacher's notes
Unit 1 Careers
Telephoning: making contact
Unit 2 Selling online
Negotiating: reaching agreement
Unit 3 Companies
Presenting your company
Unit 4 Great ideas
Successful meetings
Unit 5 Stress
Participating in discussions
Unit 6 Entertaining
Greetings and small talk
Unit 7 Marketing
Telephoning: exchanging information
Unit 8 Planning
Meetings: interrupting and clarifying
Unit 9 Managing people
Socialising and entertaining
Unit 10 Conflict
Negotiating: dealing with conflict
Unit 11 New business
Dealing with numbers
Unit 12 Products
Presenting a product
Appendix
Translation reference
Business brief
Reading
Audio scripts

《体验商务英语教师用书2》

编辑推荐

《体验商务英语：教师用书2（第2版）》新亮点：
《综合教程》配备全新多媒体学习光盘：视频案例、商务交际、听说训练，全而拓展商务知识，巩固语言技能！
《教学参考书》配备出题软件：使用灵活方便，提高课堂效率！
《同步练习》增加英汉、汉英互译练习：特色鲜明，贴近中国学生学习特点！
《视听说教程》全面整合升级：直观、形象，实现立体化转型！

《体验商务英语教师用书2》

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