

《商务职场英语》

图书基本信息

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前言

教育部最新颁布的《大学英语课程教学要求》提出：“大学英语的教学目标是培养学生的英语综合应用能力，特别是听说能力，使他们在今后学习、工作和社会交往中能用英语有效地进行交际。”大学生要在今后学习、工作和社会交往中能用英语有效地进行交际，除了掌握听、说、读、写等基本英语语言技能外，很有必要学习相关的专业英语知识。经过广泛的市场调研及分析，我社与圣智学习出版公司合作出版了这套“职场英语选修教程系列”（Professional English），以满足大学生的实际需求。与仅注重阅读和专业词汇的传统专业英语教材不同，该系列教程将专业知识融入真实的职场情景中，旨在培养职场英语交际能力，使大学生在未来的英语职场中能脱颖而出。整个系列包括四种教程：《成功职场英语》（English for Professional Success），《商务职场英语》（English for Business），《人文职场英语》（English for the Humanities）和《理工职场英语》（English for Science and Engineering）。其中，《成功职场英语》包括申请工作、写简历、组织会议、演示等普通职场话题及申请国外硕士课程等继续深造方面的话题，适合各专业学生学习使用；其他各教程则以商务、人文、理工等专业的话题为主线进行编写，适合相关专业学生学习使用。各教程均由5个单元组成，每单元6课，各单元围绕一个主题展开，每个单元后有一个Team Project。所选内容为真实职场环境中的交际话题，可以激发学生的学习兴趣，提高学习积极性。训练形式多样化，旨在培养听、说、读、写技能，促使学生掌握职场环境中的种种英语交际能力。书后为每个单元配备了复习题、附加活动、阅读材料、写作材料和单元测试，丰富了学习内容。此外，还提供了语法要点、专业词汇表，方便学生查阅。各教程均配有教师用书。

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内容概要

《商务职场英语(学生用书)》符合《大学英语课程教学要求》对大学英语教学提出的新要求，使大学生在今后学习、工作和社会交往中能用英语有效地进行交际。将专业知识融入真实的职场情景中，注重训练全面的听、说、读、写技能，培养大学生的职场英语交际能力，有别于仅注重阅读和专业词汇的传统专业英语教材。选材均为商务职场中核心的话题，包括：找工作、销售、营销、财务问题和目前全球商业中广泛关注的问题。配有录音光盘和教师用书。

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According to Forbes magazine , Microsoft cofounder and chairman Bill Gates is the richest person in the world and has been since 1995. Recent estimates calculate his net worth to be around \$56 billion. Born in Seattle , Washington in 1955 , Gates founded Microsoft with Paul Allen in 1975 and Gates is still its largest individual shareholder , holding more than 8% Of the common stock. For the past thirty years , Gates has been one of the most famous and most recognized entrepreneurs in the world of computer technology. In recent years , Gates has become involved in various philanthropic projects. Now in second place behind Bill Gates on Forbes" list of the richest people in the world , is Mexican entrepreneur Carlos Slim , who was born in Mexico City in 1940. His fortune , which is estimated to be around US\$53.1 billion , comes from his very strong position in the telecommunications industry in Mexico and in the whole of Latin America. He controls the Telmex , Telcel , and America Movil companies which are run on a day-to-day basis by his sons. Though not in the same mega-billionaire league as Gates and Slim , flamboyant global entrepreneur SirRichard Branson is certainly as well-known——if not more so——to the general public. Born in 1950 in Surrey , England , Branson is best known for the Virgin brand that now comprises over 200 companies. He started in business when he was only 16 by publishing a magazine called Student. He then went on to set up a mail-order business selling records and this developed into a chain of record stores and a record label. The Virgin brand grew substantially in the 1980s with the launch of Virgin Atlantic Airways.

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编辑推荐

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