

<<新编商务英语实训教程>>

图书基本信息

书名：<<新编商务英语实训教程>>

13位ISBN编号：9787040252606

10位ISBN编号：7040252600

出版时间：2009-2

出版时间：高等教育出版社

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页数：280

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### 内容概要

本书的编写本着服务高职教育，遵循高职教育“以岗位为基础，以能力为本位”的原则，突出高职教育中的就业导向，将学生置于一种商务模拟环境中，着重培养学生的自学能力、实务操作能力以及理解能力。

本教程力求较为真实地反映经贸商务企业的运行模式及经贸商务实践所涉及的商务活动内容，注重训练国际商务活动中的各种语言表达方式，培养商务交际活动中必要的语言综合基本技能，强化商务英语听说能力，从而使学生高效、快捷地将所学的理论知识运用于实践，提高其实际操作能力；同时也可作为就业前的练兵，检验学生的综合分析能力和实际操作能力，使其毕业后能够尽快适应工作需要。

因此，该教程不失为一本针对高职学生高年级阶段的岗前培训教材。

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章节摘录

The given job interview turns out to be successful . Questions in this interview involve Wu Huanhuan ' S educational background , English proficiency , career objectives , knowledge of the company , personality traits , bonuses and promotion . Obviously , Miss Wu answers Hudson ' S questions intelligently and satisfactorily by means of several turn-takings in this conversation and she knows a lot of information which is relevant to that particular position . From her natural and prompt response , we can see that Miss Wu has made full preparation for this interview . Interviewers judge a candidate on the basis of their own communicative style ( how they present themselves and interact with others ) . Since “ You are what you talk ” in the job interview , candidates with a different communicative style may be judged negatively both in terms of their communication and their personality .

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