

<<商务英语阅读>>

图书基本信息

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内容概要

目前国内适合中等职业学校使用的商务英语教材不多，教师普遍反映很难找到适用的教材。为了满足教学需要，我们根据中职商务英语类专业学生的实际水平和其未来就业岗位对于英语应用能力的要求编写了本系列教材。

书籍目录

What's the Business For? Company Organization Establishing Business Relations Business Communication Task 1 Customer Service How to Win over Customers Human Resources Corporate Culture Task 2 Marketing Product and Price Business Report International Trade Task 3 Technology and Change Banking Electronic Business Winning Strategies Task 4 Appendix Glossary

章节摘录

The expression benchmarking has become one of the fashionable words in current management discussion. The term first appeared in the United States in the 1970s but has now gained worldwide recognition. But what exactly does it mean and should your company be practicing it?

One straightforward definition of benchmarking comes from Chris Tether, managing director of a New Zealand-based consultancy firm specializing in this area. "Benchmarking involves learning about your own practices, learning about the best practices of others, and then making changes for improvement that will enable you to meet or beat the best in the world." The essential element is not simply imitating what other companies do but being able to adapt the best of other firms' practices to your own situation. Companies can use benchmarking to inject an element of imagination and common sense into their search for progress. It is a process which forces companies to look closely at those activities which they may have been taking for granted and comparing them with the activities of other world-beating companies. Self-criticism is at the heart of the process although in some cases this may upset managers who are reluctant to question long established practices.

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