

<<商务英语读写教程3>>

图书基本信息

书名：<<商务英语读写教程3>>

13位ISBN编号：9787111255864

10位ISBN编号：7111255860

出版时间：2009-6

出版时间：机械工业出版社

作者：王晓宜，颜晓川，王正元，等编

页数：363

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前言

伴随经济全球化和我国经济国际化的进程，国内外大中型企业、跨国公司 etc 对既懂商务又会英语的复合型人才的需求与日俱增，这也促进了我国高等教育商务英语专业的快速发展。

目前，全国有700多所高等院校开设了外贸英语、商务英语等课程，工商管理、金融等商科专业也都开设了以商务为核心内容的英语课程，部分院校甚至设立了商务英语专业。

近几年来，全国性的商务英语教学、学术研讨会频频召开。

我国国际商务快速发展及人才市场对商务英语人才的强劲需求、外语就业市场人才多元化推动了英语专业教学改革和教材的建设，各院校都迫切需要一套能体现商务特色与人才培养规格相适应的新教材，以改变英语教材与人才培养和需求不相适应的状况。

商务英语属于专门用途英语，国外大学多将其归为ESP (English for Special Purposes)。

目前，我们国内这样系统的专业教材并不很多。

王正元教授领衔总主编、由全国20余所大学40余名英语教授、副教授、讲师历时两年多编写的这套“新时代大学商务英语系列教材”的出版是我国高等教育商务英语教材建设的一个新成果。

这套教材共14本，包括读写、视听说、写作、口译，涵盖了商务英语的基本主体课程，编著者基于“商务知识+英语能力=核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。

商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使这套教材商务内容丰富，英语操练有的放矢，凸显了人才培养规格，给这套教材带来了亮点。

这套教材在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性及任务型教学法。

这是一套适合高等院校商务英语专业和商科英语课程使用的教材。

同传统的英语语言文学比较起来，商务英语是我们这个时代经济发展催生的新事物，它必将在市场经济的强劲需求中茁壮成长。

为更好地培养复合型人才，英语教材的建设任务是繁重的。

这套教材需要在使用中逐步完善提高，以满足我国对外经济贸易、国际商务活动对英语人才的需要。

对外经济贸易大学副校长博士生导师 徐子健

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内容概要

《商务英语读写教程3》是新时代大学商务英语系列教材中的一册，这套教材共14本，包括读写、视听说、写作、口译，涵盖了商务英语的基本主体课程，编著者基于“商务知识+英语能力=核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。

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书籍目录

前言 Unit 1 Introduction to Marketing Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 2 Customer Behavior Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 3 Target Marketing Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 4 Branding Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Unit 5 Pricing Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Unit 6 Advertising Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 7 Marketing Environment Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Unit 8 Business Strategies Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 9 Competitive Advantage Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 10 Strategic Alliance Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 11 Merger and Acquisition Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Unit 12 Localization Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Unit 13 Globalization Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 14 Technology and Digital Revolution Objectives Listening Reading Vocabulary Drills Grammar FoCUS Speaking Skills Translation Drills Writing Drills Unit 15 Management Gurus Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Unit 16 Legendary CEOs Objectives Listening Reading Vocabulary Drills Grammar Focus Speaking Skills Translation Drills Writing Drills Appendix 1 Transcripts for Listening Appendix 2 Answer Keys to Text B Appendix 3 Grammar Focus Appendix 4 Reference Version for Translation Drills Appendix 5 Reference Version for Writing Assignments Appendix 6 Notes

章节摘录

Market segmentation means dividing a market into distinct groups of buyers with different needs, characteristics or behaviors, who might require separate products or marketing mixes. The company identifies different ways to segment the market and develops profiles of the resulting market segments. Once a firm has identified its market-segment opportunities, it has to evaluate the various segments and decide how many and which ones to target. In evaluating segments, managers look at the segment's attractiveness indicators and the company's objectives and resources. In choosing which segments to target, the company can focus on a single segment, selected segments, a specific product, a specific market, or the full market. It is important for marketers to choose target markets in a socially responsible manner by ensuring that the targeting serves the interests of the market being targeted as well as the company. Once a company has segmented the market, chosen its target customer groups, identified their needs, and determined its desired market positioning, it is ready to develop and launch new products. Although the rate of new product failure is disturbingly high, companies can improve their chances of success by creating new products with a high product advantage. In the competitive global marketplace, the key to competitive advantage is differentiation. A market offering can be differentiated by product, services, personnel, channel, and image. A difference is worth establishing to the extent that it is important, distinctive, superior, pre-emptive, affordable, and profitable. Positioning is the act of designing the company's offering and image to occupy a distinctive place in the target market's mind. Many marketers advocate positioning according to a single product benefit, although double- and triple-benefit positioning can be successful if used carefully. (Source: Marketing Management by Philip Kotler, Millenium Edition, 2000, pp143-144.)

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