

<<电子商务英语>>

图书基本信息

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内容概要

本书在继承了第1版优点的基础上,在内容上进行了更新、补充,在结构上又增加了“听说”和“角色扮演”模块,强调了教学方法的使用,突出了对英语综合能力的训练。“阅读”和“进一步学习”模块,由教师根据学生的实际情况作灵活的处理,可采用分层教学,使每位学生都能从中受益,从而在原有的基础上有所提高,《电子商务英语(第2版)》内容丰富,图文并茂,易于理解。

课文语言浅显,具有较强的时代气息,内容具有较强的可读性。

全书设8个单元,共14课,内容涉及互联网基础、电子商务基础、网络营销、电子支付与网络安全、电子商务物流等方面,每课主要包括:热身练习、阅读、语言学习、听说、角色扮演、进一步学习、翻译7个模块。

在每个单元结束时,都设有单元任务供读者练习。

为了方便学习,书后还附有阅读材料的参考译文和练习答案。

《电子商务英语(第2版)》既可作为中等职业学校电子商务专业、国际商务、市场营销专业及相关专业的教材,还可作为培训用书和自学爱好者的参考书。

书籍目录

Unit One Brief Introduction to Internet

Lesson 1

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation

Lesson 2

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation
- Unit Task

Unit Two Brief Introduction to Electronic Commerce

Lesson 3

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation

Lesson 4

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation
- Unit Task

Unit Three Categories of the E-commerce

Lesson 5

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation

<<电子商务英语>>

Lesson 6

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation
- Unit Task

Unit Four E-marketing

Lesson 7

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation

Lesson 8

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation
- Unit Task

Unit Five E-payment System

Lesson 9

- Warrn-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation

Lesson 10

- Warm-up
- Reading
- Language Study
- Listening and Speaking
- Role Play
- For Further Study
- Translation
- Unit Task

Unit Six Security and E-commercE

Lesson 11

<<电子商务英语>>

Warm-up
Reading
Language Study
Listening and Speaking
Role Play
For Further Study
Translation

Lesson 12

Warm-up
Reading
Language Study
Listening and Speaking
Role Play
For Further Study
Translation
Unit Task

Unit Seven Prospect for E-commerce

Lesson 13

Warm-up
Reading
Language Study
Listening and Speaking
Role Play
For Further Study
Translation
Unit Task

Unit Eight Logistics

Lesson 14

Warm-up
Reading
Language Study
Listening and Speaking
Role Play
For Further Study
Translation
Unit Task

Vocabulary

Appendix I For Further Study参考译文

Appendix II 课后练习答案

参考文献

章节摘录

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