

<<汽车服务与营销英语>>

图书基本信息

书名：<<汽车服务与营销英语>>

13位ISBN编号：9787115259752

10位ISBN编号：7115259755

出版时间：2011-9

出版单位：人民邮电出版社

作者：黄星，王宏 主编

页数：150

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<汽车服务与营销英语>>

内容概要

本书在内容选择上力求贴近企业，贴近实际，贴近岗位，在教学设计上力求“实用、好用、可用、能用得上”，并做到通俗、易懂、好学、能用。

本书共8个单元，每个单元都围绕汽车服务与营销展开，并尽量能反映一些与岗位紧密结合的实用英语内容。

本书既可作为高职高专院校的专业英语教材，也可用作企业培训，还可供相关的教师和学生及技术人员自学参考。

<<汽车服务与营销英语>>

作者简介

黄星，男，教授，大学本科，长春汽车工业高等专科学校外语教研中心主任，吉林省教学名师。
研究方向：语言教学、ESP教学研究、语言测试。

从教以来，出版译著两本，参编字典一部，发表省级以上论文三十余篇，主编、参编教材二十多部，主持省级以上科研课题12项，获得省级以上科研立项二等奖四项，三等奖两项，优秀奖多项。

目前担任的社会职务：教育部高等学校高职高专英语类专业教学指导委员会分会委员，中国职业技术教育委员会教学工作委员会高职英语教学研究会副主任，吉林省大学外语学会副秘书长兼高职高专分会副会长。

<<汽车服务与营销英语>>

书籍目录

Unit 1 Introduction to Automobiles

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

Listening

Part . Translation

Part . Career Salon

Unit 2 How to Become a Salesman

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

Listening

Part . Translation

Part . Career Salon

Unit 3 Introduction to Car Dealer & Service Manager

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

<<汽车服务与营销英语>>

Listening

Part . Translation

Part . Career Salon

Unit 4 Introduction to Sales Training

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

Listening

Part . Translation

Part . Career Salon

Unit 5 Introduction to Auto Insurance

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

Listening

Part . Translation

Part . Career Salon

Unit 6 Introduction to Automobile Estimate

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

<<汽车服务与营销英语>>

Speaking

Listening

Part . Translation

Part Career Salon

Unit 7 Automobile Maintenance and Repair

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

Listening

Part . Translation

Part Career Salon

Unit 8 Role and Duty of a Receptionist

Part . Practical Reading

Passage A

Notes

New Words

Phrases and Expressions

Passage B

New Words

Phrases and Expressions

Part . Put in Use

Part . Simulated Writing

Part . Speaking and Listening

Speaking

Listening

Part . Translation

Part Career Salon

附录1 Glossary

附录2 Phrases and Expressions

附录3 课文译文及翻译答案

章节摘录

Do some research to get a fair auto repair estimate ?

Educating yourself about the nature of your car's issue is the best way to get an accurate and fair repair estimate. Laws protect consumers from unfair estimates and repair charges that unfairly exceed an estimate. Diagnosing the problem , factoring in the mechanic's hourly fee , plus figuring taxes and the costs of parts will give you the most accurate repair estimate. If you are unable to diagnose the problem before going into the shop , there are other ways to ensure the mechanic's estimate is fair. Instructions Things You'll Need are listed below Identify your car's problem. Start with the system that's not working properly. Malfunctioning dashboard lights , radio , headlights or brake lights , for example , are symptomatic of electrical system problems. Perform a few basic tests to verify your suspicions. Most auto parts stores will test your battery and alternator for free.

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>