

图书基本信息

书名：<<欧美概况与跨文化商务交际视听说>>

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内容概要

本书旨在帮助21世纪的英语学习者在国际交往日益频繁的今天，进一步增强文化意识和跨文化意识，发展跨文化交际能力，以便在已成为“地球村”的世界上，在与他人的交往中能够如鱼得水、应付自如。

选取的大部分试听材料体现了与时俱进的教学理念，尽可能体现教材的“时代感、新鲜感、成就感”

。如奥巴马总统访华时在上海对话中国青年大学生的视频听力材料和当今世界形势的各种英语新闻等，让学生学到原汁原味的地道的英语口语。

同时选取了一些名人英语演讲，从大学生创业的角度，激发他们的拼搏精神和积极向上的精神，如苹果电脑总裁在斯坦福大学的演讲所叙述的坎坷经历和成功的案例对当今大学生的创业有很好的启发作用。

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章节摘录

插图：Crowell died in 1658 and his son succeeded him as Lord Protector, but complicated contradictions and power struggle soon forced his son to abdicate. This led to the formation of a new parliament composed of both Houses. The new parliament soon started negotiations with the son of Charles I. Subsequently, the son of Charles I mounted the throne and became known as Charles II, putting an end to the Commonwealth. Though Charles II dug out Crowell's remains to avenge his father, he was on the whole a man of shrewdness. He was in favor of cooperation with Parliament because he knew that he owed his crown to Parliament. He supported religious tolerance instead of persecution. His practical attitude enabled England to experience another period of peace and develop. Upon the death of Charles II, his younger brother James succeeded the throne and became known as James II. He was unpopular, the Parliament decided to dethrone the king. They negotiated with James II's daughter Mary and son-in-law William to be joint sovereigns, with William known as William III. This was the so-called Glorious Revolution of 1688. It was also known as the White Revolution because it caused no bloodshed.

编辑推荐

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