

<<新编剑桥商务英语教师用书>>

图书基本信息

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内容概要

剑桥商务英语证书 (BEC) 考试是一种全新的实用型考试, 侧重考察真实工作环境中的英语交流能力, 专为广大商务英语学习者量身定做, 获得全球众多教育机构及企业的认可, 并将其作为入学考试或招聘录用的英语语言水平要求。

作为剑桥商务英语课程的重要组成部分, 本练习册以各种有趣的、激发思考的尝试为主要特征, 巩固和拓展了学生用书中的语法、词汇和商务技巧训练, 另外还提供了大量的习题及详细解答。

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章节摘录

3.1 Listening script Our guest today on Songs of my life is the entrepreneur Martha Lane Fox, of the massively successful company lastminute.com. With her business partner, Brent Hoberman, Martha Lane Fox started lastminute.com in Brent's living room. The idea was simple - a website selling late flights and late hotel bookings. The company grew very quickly and expanded from the UK into France, Germany and Sweden. They bought other travel companies, and after six years they had 1,400 employees. Lastminute.com went public in 2000, and the shares in the company increased their value by 40 per cent in two days. Martha Lane Fox left the company in 2003. True to her entrepreneurial spirit, she wanted to start more new companies. Martha, it's a pleasure to have you here in the studio...

Answers 1 In Brent's living room. 2 Late flights and late hotel bookings. 3 France, Germany and Sweden. 4 1,400. 5 In 2000. 6 In 2003. Do this exercise with the class. Elicit the answers one owner (O) or more than one owner (M) . If students don't know the meanings of the input words, the definitions below might help: Answers and definitions 1 O (a person who is self-employed and works for several businesses) 2 M (an organisation that does not try to make a profit) 3 M (a British company whose shares can be bought and sold by the public and whose debts are limited if it fails financially) 4 O (a person who trades by himself / herself without the use of a company structure or partners and bears full responsibility for the actions of his / her business) 5 M (a company whose owners have limited responsibility for the money that it owes) 6 M (a company that is owned by two or more people) 7 O (a person who doesn't work for an employer, but finds work for him / herself)

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