

图书基本信息

书名：<<新世纪商务英语专业本科系列教材>>

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## 内容概要

“新世纪商务英语专业本科系列教材”是国内首套按照《高等学校商务英语专业本科教学要求》(试行)编写的商务英语专业教材。

教材以现代外语教育理念和教材设计理论为指导,结合商务英语语言和教学的特点,融合多年商务英语教学实践,由国内知名外语教学专家和长期从事商务英语教学的教授共同参与,联袂打造。

体现《教学要求》的培养目标,强调打好扎实的语言基本功,兼顾商务专业素质与人文素养的同步提升。

编排和选材注重学生正确世界观和道德观的形成,注重思维能力、创新能力和跨文化交际能力的培养。

语言、文化与商务有机融合,注重商务英语技能和商务专业课程的合理衔接。学习任务设计丰富多样,有助于训练学生交际能力、自主学习能力和合作学习能力。

单元紧扣社会热点话题,难度合理递增,选文思想内涵深刻,可读性强,充分反映经济全球化时代的特点。

为教学提供多媒体资源,丰富的视频材料可增加语言学习的趣味性和输入的有效性,调动学生课堂参与的积极性;主干教程配套电子教案,方便实用,充分满足个性化教学需要。

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Appendix:Key to Test Yourself

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Lowering trade barriers is one of the most obvious means of encouraging trade. The barriers concerned include customs duties ( or tariffs ) and measures such as import bans or quotas that restrict quantities selectively. From time to time other issues such as red tape and exchange rate policies have also been discussed.

Since GATT's creation in 1947-48 there have been eight rounds of trade negotiations. A ninth round , under the Doha Development Agenda , is now underway. ~ At first these focused on lowering tariffs ( customs duties ) on imported goods. As a result of the negotiations , by the mid-1990s industrial countries' tariff rates on industrial goods had fallen steadily to less than 4%. But by the 1980s , the negotiations had expanded to cover non-tariff barriers on goods , and to the new areas such as services and intellectual property. Opening markets can be beneficial , but it also requires adjustment. The WTO agreements allow countries to introduce changes gradually , through "progressive liberalization". Developing countries are usually given longer time to fulfill their obligations. Predictability : through binding and transparency Sometimes , promising not to raise a trade barrier can be as important as lowering one , because the promise gives businesses a clearer view of their future opportunities. With stability and predictability , investment is encouraged , jobs are created and consumers can fully enjoy the benefits of competition — choice and lower prices. The multilateral trading system is an attempt by governments to make the business environment stable and predictable. In the WTO , when countries agree to open their markets for goods or services , they "bind" their commitments. For goods , these bindings amount to ceilings on customs tariff rates. Sometimes countries tax imports at rates that are lower than the bound rates. ~ Frequently this is the case in developing countries. In developed countries the rates actually charged and the bound rates tend to be the same. ....

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