

<<商务英语>>

图书基本信息

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作者：马瑞华，杨海兰 主编

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### 内容概要

本书主要针对经济管理类学生而编写，在内容选择和章节安排上遵循选用原版英文文章、充分反映经贸领域的热点和最新动态、增强课堂教学的灵活性和学生的参与积极性等基本原则，介绍了国际贸易、跨文化沟通、招聘、营销策略、环境保护、人口发展、网上购物、外商直接投资、全球金融体系等内容。

每个单元分为4个部分，即Text A、Text B、Business Writing和Business Dialogue，此外，每一单元都附有词汇和练习题，便于学生预习和复习。

## 书籍目录

Unit One Text A International Trade Text B Trade Frictions and Protectionism Business Writing Automatic Reply Business Dialogue First and Further Contact Unit Two Text A The Nature of Cross-cultural Negotiation Text B Eight Steps to Success in Negotiating Business Writing Memo Business Dialogue Business Negotiation Unit Three Text A Cultural Awareness: An Essential Element of Doing Business Abroad Text B Business Negotiations with the Koreans. A Cross-cultural Perspective Business Writing Contracts Business Dialogue After-sale Services Unit Four Text A Cultural Differences in International Business Text B Business Cards Business Writing Resume/CV (Curriculum Vita) Business Dialogue Hotel Reservation & Check Out Unit Five Text A Income and Work Text B Culture and Economic Development Business Writing Resignation Business Dialogue Saying Good-bye Unit Six Text A Human Resource Policies--Employee Selection Text B Testing, Testing--The New Job Search Business Writing Recruiting Advertisement Business Dialogue An Invitation to Dinner/At Dinner Unit Seven Text A Hiring Employees--It's not Just Luck Text B How to Shine at a Job Interview Business Writing Congratulations & Wishes Business Dialogue Job Interview Unit Eight Text A Marketing Mix and McDonald's Five P's Text B Coca-Cola's Global Marketing Strategy Business Writing Thanks & Apologies Business Dialogue Eating and Drinking Unit Nine Text A Strategic Issues in Chinese Marketing Text B The Changing Concept of Marketing Business Writing Special Persuasive Requests Business Dialogue Business Visiting Unit Ten Text A Culture Important in Advertising Text B The Major Participants in the Advertising Business Business Writing Advertisement Business Dialogue At the Customs Unit Eleven Text A Environmental Degradation Text B Design of Environmental Policy Business Writing Meeting Notice Business Dialogue Sightseeing Unit Twelve Text A Population Text B Achievements and Developments in Population and Family Planning in Chi Business Writing Welcome New Employees Business Dialogue Cancel an Appointment Unit Thirteen Text A Sorry, Officer, I Was Just Surfing Text B Audi Stories behind the Four Rings Business Writing Application Letters Business Dialogue Introduction Unit Fourteen Text A Nike, from Small Beginnings to World Giant Text B Nokia: Voice from Finland Business Writing Refusal Letters Business Dialogue Display and Marketing of Samples Unit Fifteen Text A IT Grows Up Text B The Number One Problem Business Writing Special Persuasive Claims Business Dialogue Complaints and Claims Unit Sixteen Text A 10% of Population Has Shopped on Web, Study Shows Text B eBay Makes Online Buying Easier Business Writing Invitation Cards and Letters Business Dialogue Discussing the Price Unit Seventeen Text A The Banking Industry in China Text B Politics vs. Economics Business Writing Seeking for Joint Venture Partners Business Dialogue WTO and China's Economy Unit Eighteen Text A Foreign Direct Investment Text B Product Life Cycle Business Writing Personal Statement Business Dialogue Reception and Parting Unit Nineteen Text A The Global Financial System Text B Current Accounts Business Writing Recommendation Letters Business Dialogue Appointment Reference

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