

<<商务英语>>

图书基本信息

书名：<<商务英语>>

13位ISBN编号：9787563531509

10位ISBN编号：7563531505

出版时间：2012-8

出版单位：北京邮电大学出版社有限公司

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页数：156

字数：266000

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内容概要

本教材以《高职高专教育英语课程教学基本要求》为依据编写，坚持“应用为主，够用为度”的编写原则，基于岗位需求，突出体现系统性、针对性和实用性。

本教材与《商务英语综合实训》为配套教材，主要针对高等职业教育商务英语专业学生毕业后所从事的实际商务外贸工作需要而编写。

全书由10个单元组成，内容涉及求职面试、产品推广、商务接待、市场营销、国际贸易等十大核心商务主题，满足商务人士应对涉外商务活动所需的“语言能力”、“专业能力”和“职业素养”。

本教材既适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。

书籍目录

- Unit 1 Introduction
- Unit 2 Analysis of the Trade Project
- Unit 3 Trade Cooperation
- Unit 4 Sales Promotion
- Unit 5 Business Reception
- Unit 6 Business Negotiations
- Unit 7 Sign a Contract
- Unit 8 Execution of contract
- Unit 9 Customer Service
- Unit 10 New Business Proposal

章节摘录

Peter : OK.The shopping mall near the railway station on Zhongshan Road , covers an area of 147 , 000 square miles.In the planning of it , we will bear in mind the long—term development of the city and the needs of the citizens for material and cultural life , making it a multi—functional"one—stop"consumer sites for shopping , dining , entertainment , travelling , and culture services.We need about two hundred million for initial investment.Of course , we can't take out the funds by ourselves , we need to adopt appropriate ways and means to collect money.That's all.Thank you. CP : Now , you can present your own ideas.How about you , Sally ?

Sally : I don't think it's a feasible project.According to the general rules , the rise of shopping mall is based on the average income per year of \$10 , 000 , how about this city ?

So , it's an unviable opinion. Ann : Sorry , I can't agree with you , we cannot ignore the fact that we have a demographic advantage ; the use of proportion on this issue may be more ability to persuade.The amount of rich man is much more than other countries , so.I think that purchasing power shouldn't be distrusted. Sally :

No , no.no , the key point is not purchasing power , is how many customers will really complete the purchasing in our shopping mall.Some operated shopping malls in China have been stuck in an embarrassing position , for the real rich men don't buy luxury goods in domestic stores and the common people can't afford that.Besides it.

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编辑推荐

《高职高专“十二五”规划教材：商务英语》以《高职高专教育英语课程教学基本要求》为依据编写，坚持“应用为主，够用为度”的编写原则，基于岗位需求，突出体现系统性、针对性和实用性。

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