

<<商务英语阅读（下册）>>

图书基本信息

书名：<<商务英语阅读（下册）>>

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内容概要

“新世界商务英语系列教材”是对外经济贸易大学出版社联合对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院、天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等院校推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。

本套教材面向三个层次：研究生、本科生和高职高专专业。

研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理 etc 商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务 / 应用 / 外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。

本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

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章节摘录

Teamwork is as vital for successful companies as it is for successful football teams. But little attempt has been made to measure its contribution to the economy, or the cost of its absence. Perhaps it is time to pay more attention to this invisible asset. Reliance on teamwork is so universal that it may pass unrecognized. Traditional economic theory allocates a place in production to physical capital, the quantity of labour, and increasingly also to the quality of labour-human capital. Yet "social capital" made up of the networks and norms that underpin most types of economic and indeed social activity is apparently ignored. In recent years a stream of research has sought to define and measure the myriad ways in which established norms and social networks support and underpin social and economic activity. On the economic side, for example, the level of trust in Italian regions has been shown to be linked to the effective use of credit while local social networks have been shown to play an important role in helping people to find jobs in many European countries. Another strand of research connects social capital with noneconomic outcomes, including better health, education, government and child welfare, and lower crime. A major US study argues that the physical health of someone who belongs to no social group and then joins one will improve so much that his risk of dying will be cut in half, while research in Sweden suggests that social connectedness reduces the risk of Alzheimer's disease. This apparently magical panacea for social ills has even been shown to be connected to happiness itself. Despite enthusiasm for the concept of social capital in both academic, and increasingly in political circles, the idea remains fraught with difficulty. The term is used to cover many different things, with some extending it to include institutions such as the legal system, although most would limit its application to informal norms and social networks. And despite tantalizing indications, no one has yet been able to prove that social capital increases economic output. This could be because it has been difficult to agree on how social capital should be measured, but it might also be because economic dynamism sometimes requires, alongside team-work, the kind of tough competition and radical innovation which threaten established networks and norms.

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