

<<商务英语阅读（下册）>>

图书基本信息

书名：<<商务英语阅读（下册）>>

13位ISBN编号：9787810789493

10位ISBN编号：781078949X

出版时间：2007-9

出版时间：对外经济贸易大学

作者：国晓立，周树玲主

页数：167

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务英语阅读（下册）>>

内容概要

本书为商务英语阅读下册，共16个单元，内容主要涉及国际贸易、金融、营销、物流、人力资源管理、跨文化交际、知识产权等。

每个单元包括主课文和两篇快速阅读：主课文内容翔实，让读者对本单元话题作整体了解，掌握本领域的专业词汇；快速阅读在训练读者阅读能力的同时让读者了解此领域的发展新动态。

本书适用于高职高专商务英语专业学生，也可作为国际贸易、工商管理等其他专业的学生和从事国际商务的人士及英语爱好者的英语自学用书。

书籍目录

Unit 1 Team Spirit: Cultivate the Culture Fast Reading Does Team Spirit Make Economic Sense? Fast Reading
Team Building: Fostering the Team Spirit Unit 2 Performance Evaluation Fast Reading Alive Hospice
Uses Performance Evaluation in Employee Survey and Sees Benefits Fast Reading Microsoft's Performance
Evaluation System Roils Coders Unit 3 Uncovering a Company's Corporate Culture -- a Critical Task
for Job-seekers Fast Reading Fostering New Ideology and Creating Yueda Brand Fast Reading What Does
an Organization's Culture Reveal? Unit 4 Why Should We Go for Six Sigma? Fast Reading Six Sigma -- the
Soul of Effectiveness Fast Reading Six Sigma Implementation at Siemens Unit 5 General Introduction to
Logistics Fast Reading Lowering Logistics' Costs Fast Reading International Trade, Transport &
Logistics Unit 6 Challenges Facing Chinese Logistics Industry Fast Reading Logistics Firms Face Challenge
Fast Reading China's Third-Party Logistics Market Report 2006 Unit 7 Just-in-time Fast Reading Focus on
Public Transportation Fast Reading Linyi Focuses on Trade and Logistics Unit 8 Universal Parcel Service Fast
Reading Foreign Express Giant Invests in China Fast Reading Corporate Culture of UPS Unit 9 General
Introduction to Insurance Fast Reading Executive: Anbang Plans to Move into Life Insurance Sector Fast
Reading ABC Puts Emotionally Involved Reporter on Hurricane Insurance Story Unit 10 IPR and Economic
Growth Fast Reading Jordan Benefits from Intellectual Property Reforms Fast Reading Strategic
Moves Unit 11 Human Relationship in the 21st Century Fast Reading How to Deal With Misunderstanding
Fast Reading The Most Beautiful Heart Unit 12 Cross-cultural Communication Fast Reading Breaking
the Barriers of Intercultural Communication Fast Reading Christmas Celebrations Around the World Unit 13
Business Etiquette Fast Reading Business Culture in China Fast Reading Helpful Negotiation Tips Unit 14
Interview Skills Fast Reading On-campus Interviewing Fast Reading Worst Interview Experiences Unit
15 The Future of World Economy Fast Reading Developing Countries Shaping the Future of World
Agriculture Trade Fast Reading IMF Predicts Energetic World Economy for 2007 -2008 Unit 16 Sustainable
Development Fast Reading Attracting Talents Fast Reading Ending Poverty Key to Exercises Reference

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>