

《商务英语读写教程5》

图书基本信息

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内容概要

《商务英语读写教程(5)》是《新时代大学商务英语系列教材》之“读写”册，是我国高等教育商务英语教材建设的一个新成果。其内容涵盖了商务英语的基本主体课程。编者基于“商务知识+英语能力=核心竞争力”的编写理念，力求在企业战略、市场营销、人力资源、企业文化、经营运作等商务语境中培养学生的英语交际能力。商务知识与英语能力相结合、商务语境与语言活动相结合、能力培养与就业需求相结合的编写思路使该教材商务内容丰富，英语操练有的放矢，凸显了人才培养规格。全本教材在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性及任务型教学法。这是一本适合高等院校商务英语专业和商科英语课程使用的教材。

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The main business areas , all interdependent and important to our continued Success , are : Marketing is a driving force at Fidelity for strategic , asset gathering and retention activities. In partnership with the Sales teams in the Institutional and Intermediary businesses and with the business owners in Retail , Marketing creates programmes that predispose our customers to want to purchase and retain our products. Marketing uses advertising , PR , communications , sales support , distribution or channel marketing , research and analysis and investment marketing to ensure that this happens. The Intermediary Business team is responsible for the retail distribution business in Hong Kong , primarily dominated by banking & insurance channels. Our vision is to become one of the top 3 most preferred asset managers of key Hong Kong Distributors and to provide regional support for Fidelity's international partners in Asia. The Institutional Business department is comprised of the following teams - Institutional Sales , Client Servicing , Institutional Marketing , Product Development and Investor Education , based in Hong Kong or other Asian offices. The Institutional Sales and Marketing teams are responsible for the marketing and distribution of products to institutions with clients ranging from corporate pension plans , to local authorities and charities. The Client Servicing team is responsible for serving existing clients and soliciting any cross selling opportunities. The HK Retail Service Centre is responsible for providing operational support to Fidelity's clients in Asia Pacific ex. Japan region , primarily Hong Kong , Taiwan , Korea and Singapore. The Service Centre provides key services to clients of different business channels in the region , including banks , brokerage firms , IFAs , insurance companies , high net worth direct and retail direct clients. The team also has responsibility for working with the Oversight Teams in the region as well as provision of support for new marketing campaign launches.

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