

# 《新编商务英语精读》

## 图书基本信息

书名：《新编商务英语精读》

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## 前言

经过全体编者的努力和辛勤劳动，《新编商务英语精读》终于付梓了。这是一套将培养英语语言能力与学习商务英语知识相结合的新教材，使用对象是商务英语专业的学生以及广大英语爱好者。对于语言能力，英语教学界已基本达成共识：语言能力应包括语言知识和交际能力。语言知识包括语音、词汇、语法等关于语言系统方面的知识；交际能力是运用语言的能力，即如何开始谈话，如何结束谈话，在各类言语事件中应谈什么话题以及如何在各种不同的语境中，恰当地实施各种语言行为（如请求、道歉、邀请等）的能力。本书通过循序渐进的方式，使学生逐步掌握系统的英语语言基础知识，同时也注重培养学生的交际能力，为此我们精心设计了許多小组活动，为学生营造各种话语环境，使他们能够把所学的知识运用于各种日常交际活动和商务活动中。考虑到本书的使用对象，我们尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点，即在培养学生英语语言能力的同时，让学生熟悉各种商务活动，了解相关的商务知识，这是本书的一大特色。基于此，本书为学生提供了许多商务方面的阅读材料，内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域，使学生在学语言的同时，也掌握必要的商务知识。可以说，在将语言知识、交际技能、文化背景知识和商务知识融于一体方面，本教材作了大胆的尝试。

# 《新编商务英语精读》

## 内容概要

《新编商务英语精读(1)(学生用书)》为“新编商务英语系列丛书”之一。《新编商务英语精读(1)(学生用书)》共10个单元，每单元由阅读I (Reading I)，阅读 (Reading) 以及扩展性练习 (Extended Activities) 组成。《新编商务英语精读(1)(学生用书)》旨在寻求语言能力培养和商务英语知识学习的最佳结合点，即在全面培养学生英语语言综合能力的同时，熟悉各种商务活动，了解商务方面的知识。本丛书适用于商务英语专业的学生。《新编商务英语精读(1)(学生用书)》另配录音磁带。

## 书籍目录

Unit 1 Essentials of Business. Reading The Nature of Business Reading Trading Extended Activities Phonetic Drills : Front Vowels (前元音) Function and Structure, Meeting People Practical Reading: Timetable Additional Vocabulary Business World : Fortune Global Forum Humor Time Unit 2 Marketing Reading Marketing and Promotion Reading Markets, Demand and Supply Extended Activities Phonetic Drills : Central Vowels (中位元音) Function and Structure, Introducing People Practical Reading : Price List Additional Vocabulary Business World : The Marketing Mix (营销策略) Humor Time Unit 3 Career Reading The Modern Servant & Nanny Reading The Gardener Extended Activities Phonetic Drills : Back Vowels (后位元音) Function and Structure : Expressing and Responding to Thanks Practical Reading : Business Cards Additional Vocabulary Business World: What Does an Employer Do? Humor Time Unit 4 Jobs and Occupations Reading Personal Progress and Job-hopping Reading Bransons New Route to More Jobs Extended Activities Phonetic Drills: Closing Diphthongs (合口又元音) Function and Structure: Describe Ones Occupation Practical Reading: Job Advertisement Additional Vocabulary Business World: The Most Promising Jobs in the 21st Century Humor Time Unit 5 Eating Habits Reading I Changing Life-style and New Eating Habits Reading IT British Food Extended Activities Phonetic Drills : Centering Diphthongs (集中双元音) Function and Structure: Ordering a Meal Practical Reading: Menu Additional Vocabulary Business World: Business Meals Humor Time Unit 6 Jewelry Reading Diamond-cutter Ephraim Reading Diamonds Extended Activities Phonetic Drills: Consonants (辅音) & Plosives (爆破音) Function and Structure: Apologizing Practical Reading: A Catalogue of Rings Additional Vocabulary Business World: Source of Gems Humor Time Unit 7 Body Language Reading Body Language: Ownership Gestures Reading Gesture Extended Activities Phonetic Drills: Consonants (辅音) Fricatives (摩擦音) and Affricatives (破擦音) Function and Structure: Making Invitations Practical Reading: Program Schedule Additional Vocabulary Business World: Important Cultural Issues ( ) Humor Time Unit 8 Manners Reading A World Guide to Good Manners Reading Good Manners, Good Business Extended Activities Phonetic Drills: Consonants & Nasals (鼻辅音) Function and Structure: Asking for, Giving, and Refusing to Give Permission Practical Reading: Comparing Different Cultures Additional Vocabulary Business World= Important Cultural Issues ( ) Humor Time Unit 9 Telephone Calls Reading Miss Manners Wrings the Bell Reading Telephones Extended Activities Phonetic Drills: Consonants & Laterals (舌侧音) and Frictionless Continuant (非摩擦持续音) /r/ Function and Structure: Making Telephone Calls Practical Reading: Yellow Pages Additional Vocabulary Business World: Twelve Telephone Tips Humor Time Unit 10 Air Travel Reading Getting to the Airport Reading Reservations Extended Activities Phonetic Drills: Semi-vowels (半元音) Function and Structure: Booking Flight Tickets Practical Reading: Flight Schedule Additional Vocabulary Business World: Major International Airlines Humor Time Appendix New Words Appendix Expressions Appendix Word Study Appendix Special Use

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