

# 《当代商务英语综合教程》

## 图书基本信息

书名：《当代商务英语综合教程》

13位ISBN编号：9787561774489

10位ISBN编号：7561774486

出版时间：2010-2

出版社：华东师范大学出版社

作者：陈雪翎

页数：214

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu111.com](http://www.tushu111.com)

# 《当代商务英语综合教程》

## 内容概要

# 《当代商务英语综合教程》

## 书籍目录

Bookmap

Unit 1

Text A The Perfect Picture

Language in Use

Text B Microsoft Seeks to Buy Yahoo! and Take Down Google

Unit 2

Text A Magazines

Language in Use

Text B How Can You Survive Parties?

Unit 3

Text A Business Travel

Language in Use

Text B Do You Know Where Your Brand Is?

Unit 4

Text A Influencing Bosses and Making Friends

Language in Use

Text B Boeing vs Airbus: This Time It's War

Unit 5

Text A Hands-on Help

Language in Use

Text B Risky Business

Unit 6

Text A Virtual-Relationship Oddities

Language in Use

Text B How to Raise Business Finance

Unit 7

Text A Action Will Be Taken

Language in Use

Text B A Tangle of Tapes

Unit 8

Text A What Are Organisational Myths?

Language in Use

Text B Coping With Catastrophe

Unit 9

Text A How Markets Move Space

Language in Use

Text B Dealing With Difficult Employees

Unit 10

Text A Against the Odds

Language in Use

Text B Young Dream

Unit 11

Text A McDonald's 24/7

Language in Use

Text B Sales Management

Unit 12

Text A Choose Optimism

# 《当代商务英语综合教程》

Language in Use

Text B Understanding Hostile Customer

Unit 13

Text A Reading to Make Us Glad

Language in Use

Text B Twenty More UPS Retail Stores to Offer Logistics Services  
to Businesses

Unit 14

Text A Waking Up

Language in Use

Text B The Nike Transnational Social Movement

Appendix Selected Readings 英语名篇选读

Glossary

# 《当代商务英语综合教程》

## 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:[www.tushu111.com](http://www.tushu111.com)