

《商务英语》

图书基本信息

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前言

为了适应我国高等教育发展的新形势，深化大学公共英语课程的教学改革，提高教学质量，满足新时期国家和社会对人才培养的需要及国际交流的需要，提高大学生英语语言综合应用能力，特别是提高文化素养，天津大学文法学院大学英语教学二部增加了特色精品课程的比重，面向全校各非英语专业本科二年级学生开设这门公共英语选修课。

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内容概要

《商务英语》主要介绍各类简单的商务文体，分10个单元学习，每单元安排有常识预习、专题讲座、复习反馈、课题作业和自主拓展五个项目。旨在了解商务活动的一些基本理论知识与英语术语，使学生在今后的工作中能够独立应对一些商务交往。书中以商务英语文章的阅读为主，以商务英语的写作技巧介绍为辅。同时，希望大家通过学习今后能够运用其中的专业术语，进行商务方面的读写译。

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书籍目录

Unit One Management and the Manager's Job
Unit Two The Developing the Marketing Mix
Unit Three Job Interview
Unit Four Brand Management
Unit Five Corporate Culture
Unit Six Teamwork
Unit Seven The Overview of Operations Management
Unit Eight The Nature of Strategic Management
Unit Nine E-Business
Unit Ten Business Writing

章节摘录

Planning. In a nutshell , planning includes determining what the organization's position and situation should be in the future and deciding how best to bring that situation about. Planning helps maintain managerial effectiveness by guiding future activities. Organizing. Once a manager has developed a workable plan , management will lead to organize the people and other resources necessary to carry about the plan. It also needs to plug people into different " slots " and get them to work together to achieve the organizational goals and plans.

Leading. The function involves four different activities : One is motivating subordinates to expand effort. The activity gives employees the opportunity to attain individual goals and rewards through their performance on the job. The second is leadership , which focuses on what the manager does to encourage organizational performance. The third part is dealing with groups and group processes. The initial creation of groups in a company is part of the organizing process. However , the manager must then deal with group members and activities , on an ongoing basis , from an interpersonal perspective. Communication is the fourth component of leading.

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