

# 《商务英语阅读新视野》

## 书籍信息

版次：1

页数：238

字数：401000

印刷时间：2007年08月01日

开本：

纸张：胶版纸

包装：平装

是否套装：否

国际标准书号ISBN：9787564109035

## 内容简介

本书共50个单元，选编了涉及经济、银行、金融、保险、财会、统计、物流、证券、外汇、产品、质量、品牌与商标等文章计50篇，文章内容新、涵盖面广，可有效拓展学习者的阅读面和知识面，使学习者在阅读过程中能更加深入地探究各有关领域，为以后从事实际工作打下较牢固的基础。本书可作商务英语、国贸等专业的教材，也是外经贸人员提高自己更新知识的阅读必备。

## 作者简介

戎林海，1957年生，江苏常州人，英语语言文学硕士，教授。江苏省高校外语教学研究会理事、江苏省语言学会理事、常州市翻译协会会长、常州市语言学会副会长、常州工学院外国语学院院长。长期从事英美文学、翻译学、跨文化交际学等学术研究，著有《跨越文化障碍》、《当代

## 目录

Unit 1 Scarcity and Efficiency : the Twin Themes of Economics

Exercises

Unit 2 The Three Problems of Economic Organization

Exercises

Unit 3 The Principle of Comparative Advantage

Exercises

Unit 4 What Is Logistics

Exercises

Unit 5 Logistical Operation

Exercises

Unit 6 Tips to Establish Your Good Business Reputation

Exercises

Unit 7 Business Law

Exercises

Unit 8 Everyday Etiquette for Office Life

Exercises

Unit 9 A Brief Introduction to Accounting

Exercises

Unit 10 Basic Principles of Accounting

Exercises

Unit 11 How Bank Works ?

Exercises

Unit 12 The Evolution of Money

Exercises

Unit 13 The Stock Market

Exercises

Unit 14 Foreign Exchange

Exercises

Unit 15 Exchange Rates

Exercises

Unit 16 International Trade

Exercises

Unit 17 Classical Theories of Trade

Exercises

Unit 18 Free Trade or Fair Trade

Exercises

Unit 19 International Institutions

Exercises

Unit 20 Institutional Pillars of International Business

Exercises

Unit 21 The World Trade Organization

Exercises

Unit 22 The Product Life Cycle

Exercises

Unit 23 The Quality Imperative

Exercises

Unit 24 Product Brands and Trademarks

Exercises

Unit 25 The Joint International Venture

Exercises

Unit 26 Multinational Corporations

Exercises

Unit 27 Multinational Enterprises Are Regional , Not Global

Exercises

Unit 28 Transfer Pricing in Multinational Companies

Exercises

Unit 29 Insurance

Exercises

Unit 30 Marine Insurance

Exercises

Unit 31 Elements of Communication

Exercises

Unit 32 Main Forills of Communication in Business

Exercis6s

Unit 33 The Changing Concept of Marketing

Exercises

Unit 34 Market and Marketing

Exercises

Unit 35 The Importance of Marketing

Exercises

Unit 36 The Role and Activities of Promotion

Exercises

Unit 37 Personal Selling

Exercises

Unit 38 Branding and Brand Equity

Exercises

Unit 39 Going Global

Exercises

Unit 40 Globalization Perspectives

Exercises

Unit 41 Globalization versus Regionalization : Which Way for the Multinational ? (1)

Exercises

Unit 42 Globalization versus Regionalization : Which Way for the Multinational ? (2)

Exercises

Unit 43 International Marketing

Exercises

Unit 44 Marketing Planning

Exercises

Unit 45 International Human Resource Management

Exercises

Unit 46 Mission Statement

Exercises

Unit 47 E-commerce : A Kind of New Commercial Tool

Exercises

Unit 48 Outline of E-business

Exercises

Unit 49 How the Credit Card Captured America

Exercises

Unit 50 Will Cash Completely Vanish ?

Exercises

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.tushupdf.com](http://www.tushupdf.com)