



- ✦ 语言能力与商务素养协同发展
- ✦ 国际视野与中国情怀同步培养
- ✦ 商务理念与商务实践深度融合

# 新标准商务英语 系列教材

# 新标准商务英语综合教程 (1-4)

学习光盘 教师用书 (电子版) 教学课件 课文录音

主编: 王立非 等

系列教材共四册, 话题涵盖公司、投资、物流、营销、招聘、广告、科技、金融等商务领域, 针对中国商务英语学习者特点, 精心选择学习材料, 巧妙设计练习活动, 有效服务于新时代人才的职场发展需求。

综合教程 1	5135-9732-6	52.90
综合教程 2	5213-0103-8	58.90
综合教程 3	5135-8760-0	58.90
综合教程 4	5213-0602-6	59.90



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## ◆ 强化语言综合运用能力

精选真实地道商务语料, 锤炼语言  
全面系统训练语言技能, 夯实基础

**Reading**

**Company structure**

**A matter of choice**

The retail market of consumer electronics has become both competitive and volatile. But progress is being made.

The retail market of consumer electronics has become both competitive and volatile. But progress is being made. The UK's retail market is one of the most competitive in the world. It is a market where the margins are thin and the competition is fierce. The UK's retail market is one of the most competitive in the world. It is a market where the margins are thin and the competition is fierce.

**Language work**

1. Complete the table with the correct form of the words.

Adjective	Noun
ambitious	entrepreneur
budgetary	
flexible	
innovative	
pragmatic	
resilient	
strategic	

2. Match the prefixes with their meanings.

1. pro-                    A. between or among  
2. pre-                    B. over or above  
3. sub-                    C. from below  
4. in-                      D. back or behind  
5. anti-                    E. against  
6. inter-                  F. between or in  
7. contra-                 G. against

3. Make words with the given prefixes to complete the sentences.

1. The latest product \_\_\_\_\_ one I only found last year.  
2. The company's \_\_\_\_\_ has led to a decline in sales.  
3. The new law will \_\_\_\_\_ the rights of the poor.  
4. The bank has \_\_\_\_\_ the rate of interest.  
5. The meeting was \_\_\_\_\_ and all the plans were fixed.  
6. The bank has \_\_\_\_\_ the rate of interest.  
7. I think the shares have gone \_\_\_\_\_ about 10%.

4. Complete the passage about art investment with the appropriate form of the following words.

investor    risk    international    diversified    investment    portfolio    international    diversified    investment    portfolio

## ◆ 提升职场核心竞争能力

全面覆盖商务知识, 培育商务思维  
精讲实用商务技能, 提升职业素养

**Business knowledge**

**Major types of banks**

**Central bank**

A central bank is a financial institution that issues the national currency and controls the money supply. It is responsible for the stability of the financial system and the growth of the economy.

**Investment bank**

An investment bank is a financial institution that provides financial services to corporations, governments, and individuals. It helps clients raise capital and manage their investments.

**Commercial bank**

A commercial bank is a financial institution that provides a wide range of financial services to the general public. It offers services such as deposits, loans, and payments.

**Career skills**

**Making and responding to offers**

1. One person has made a suggestion, the other person can either accept, refuse, or ask for the modified. Figure out the function of each expression.

1. I've read the article. \_\_\_\_\_  
2. I'd like to see that. \_\_\_\_\_  
3. I don't know about that. \_\_\_\_\_  
4. I'm not sure. \_\_\_\_\_  
5. I'm afraid not. \_\_\_\_\_  
6. I'm sorry. \_\_\_\_\_

2. Listen to tapes, and make suggestions. Listen to the tapes and make suggestions. Write down the responses the speakers use to make and respond to suggestions.

Making suggestions	Responding to suggestions
1. I think you should try it.	_____
2. Why don't you try it?	_____
3. You should try it.	_____
4. I think you should try it.	_____
5. I don't know about that.	_____
6. I'm not sure.	_____
7. I'm afraid not.	_____
8. I'm sorry.	_____

3. Write the usual (or unusual) responses to the suggestions, giving the proposed idea, time, and location of the meeting/offer to the speaker. Explain that the meeting will be over the following week.

1. I'd like to see that. \_\_\_\_\_  
2. I'd like to see that. \_\_\_\_\_  
3. I'd like to see that. \_\_\_\_\_  
4. I'd like to see that. \_\_\_\_\_  
5. I'd like to see that. \_\_\_\_\_  
6. I'd like to see that. \_\_\_\_\_  
7. I'd like to see that. \_\_\_\_\_  
8. I'd like to see that. \_\_\_\_\_

## ◆ 加强国际商务实践能力

展示真实商务案例, 引导学生解决问题  
提供专家解决方案, 帮助学生对比反思

**Dilemma & Decision**

**Dilemma: Counting the costs**

**Task 1**

What is the problem to be solved? What are the causes of the problem? What are the consequences of the problem? What is the solution?

**Task 2**

How can the problem be solved by groups, which the individuals could not solve themselves? What are the advantages and disadvantages of each solution? What are the advantages and disadvantages of each solution? What are the advantages and disadvantages of each solution?

**1. Revenue costs**

**2. Production operating costs**

**3. Sales and marketing costs**

**Task 1**

Discuss and make a list of costs. Then use your skills to identify the major cost categories and make a list of the major cost categories.

**Task 2**

Write up a report on the costs of the company. Use the information you have gathered to write a report on the costs of the company. Use the information you have gathered to write a report on the costs of the company.

**Decision:**

Listen to William George from International Commodities, explain why he will make the necessary budget adjustments and costs.

## ◆ 提高跨文化沟通能力

增加商务文化输入, 拓展跨文化知识  
对比不同职场文化, 增强跨文化意识

**Culture at work**

**Hierarchy**

For a long time, companies have been organized in a hierarchical way. The hierarchy is a system of authority that is based on the position of the employee in the organization.

Company structure	Teamwork	Task hierarchy
Power	Many levels of management. Senior managers are very powerful and are relatively paid.	Power flows downwards of staff are relatively paid.
Rules	Clear rules and procedures. Rules are often written down.	Rules are often flexible.

**How are the two companies different? Which one is more open and which one is flatter?**

**Task 1**

Read the text and make a list of the differences between the two companies. Use the information you have gathered to write a report on the differences between the two companies.

**Culture at work**

**Negotiating style**

In some cultures, people are more likely to be open and flexible in their negotiations. In other cultures, people are more likely to be closed and inflexible in their negotiations.

Collectivistic	Individualistic
People often work with others and are more likely to be open and flexible in their negotiations.	People often work on their own and are more likely to be closed and inflexible in their negotiations.
People often work with others and are more likely to be open and flexible in their negotiations.	People often work on their own and are more likely to be closed and inflexible in their negotiations.

**Task 1**

Read the text and make a list of the differences between the two negotiating styles. Use the information you have gathered to write a report on the differences between the two negotiating styles.

# 新标准商务英语阅读教程 (1-4)

教学课件 教师用书 (电子版)

主编: 卢 珊 等

系列教材选取丰富、真实、地道的商务英语阅读素材, 旨在有机融通学生的语言能力和商务素养, 培养学生的思辨能力、跨文化能力和国际传播能力。

阅读教程 1	5213-4568-1	45.90
阅读教程 2	5213-4981-8	49.90
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阅读教程 4	即将出版	



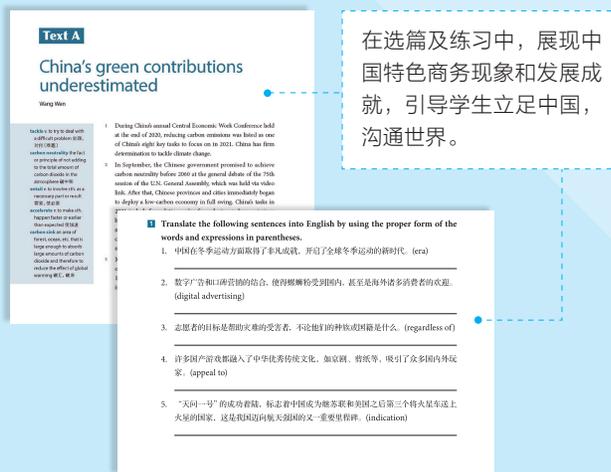
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## ◆ 选取丰富主题, 体现时代特色, 拓展全球视野

## ◆ 融入中国元素, 坚定文化自信, 涵养家国情怀



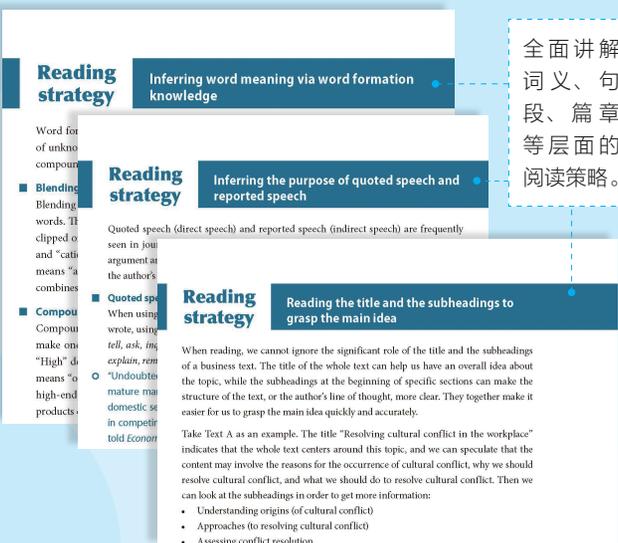
涵盖多元商务主题和商务文体, 讲解重点商务知识, 传递前沿商务信息。



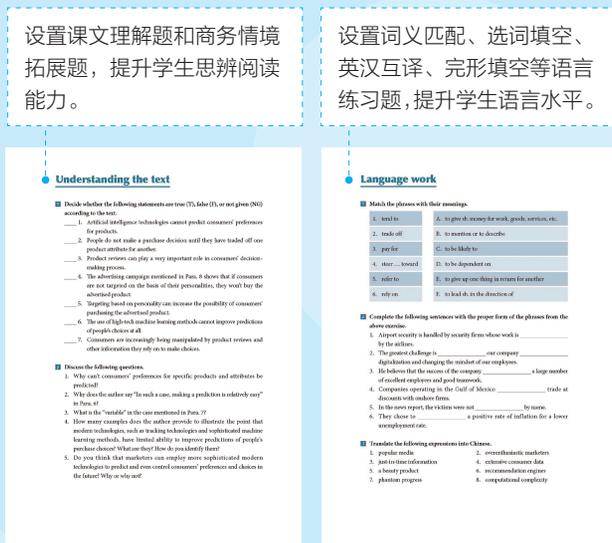
在选篇及练习中, 展现中国特色商务现象和发展成就, 引导学生立足中国, 沟通世界。

## ◆ 创新模块设计, 精析阅读策略, 提高阅读能力

## ◆ 设置多元练习, 夯实语言基础, 提升商务素养

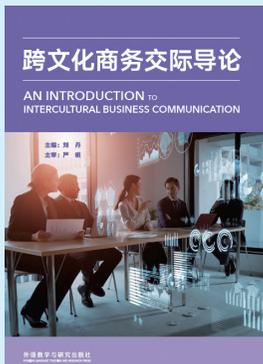


全面讲解词义、句段、篇章等层面的阅读策略。



设置课文理解题和商务情境拓展题, 提升学生思辨阅读能力。

设置词义匹配、选词填空、英汉互译、完形填空等语言练习题, 提升学生语言水平。



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## 跨文化商务交际导论



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教学  
课件



教学  
视频



慕课



虚拟仿真  
课程

主编：刘 丹 主审：严 明

### ◆ 理论系统全面，培育跨文化能力

从跨文化交际理论体系、商务专业能力和国别与区域文化知识三个维度实施“三位一体”培养模式，系统提升跨文化商务交际意识与能力。

### ◆ 以产出为导向，以学生为中心

各单元以“任务链”有机串联各个板块，形成“输出驱动—输入促成—讲练结合—综合产出—多元评价”的单元框架，提升学生运用所学知识处理现实问题的能力。

### ◆ 涵养家国情怀，塑造国际形象

在讲解中有机融入中国古今商务文化元素和丰富的中国案例；在活动中创设中外合作情境，鼓励学生在跨文化商务交际实践中，形成主人翁意识，展现可信、可爱、可敬的中国形象。

## 跨境电商英语教程



教师用书（电子版）



教学课件



随身学



微课



听力音频

主编：李 颖 胡乔立

### ◆ 选材真实、时代性强

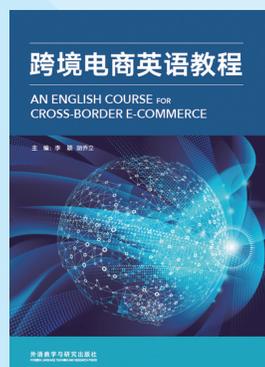
选取跨境电商领域的真实素材，力求体现行业热点，涵盖网店选品、网络营销、跨境物流等代表性话题。

### ◆ 练习多样、知技结合

融听说读写训练和专业学习为一体，既注重提升学生的语言能力，又丰富学生的跨境电商领域知识。

### ◆ 资源立体、助力教学

提供与纸质教材互为补充、有机融合的微课视频，从知识、语言、写作三个方面对教材内容进行拓展。



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## 配套丰富优质教学资源，全方位支持商务英语教学

