



- ◆ 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)



教师用书（电子版）



教学课件  课文



随身学



慕课

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	5213-6124-7	59.90
综合教程 2	5213-6125-4	62.90
综合教程 3	5213-6126-1	62.90
综合教程 4	5213-6127-8	65.90



扫码查看教材详情

◆ 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

◆ 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 an institution that manages a country's monetary and financial system. Central banks also study economic trends, forecast economic growth, and regulate other countries. As a central bank, a government can control the economy by increasing or decreasing the money supply in the country. It can also regulate the banking system, which usually involves setting the country's legal tender. Central banks do not "lend" money but instead regulate the banking system to prevent a financial crisis. Most central banks usually do not have a profit motive, but instead, they use their influence to stabilize the economy. Some central banks are also responsible for maintaining a stable currency and for fighting inflation.

Commercial bank

A commercial bank is a financial institution which (i) accepts deposits and (ii) makes loans. It also provides services such as documentary collection, letters of credit, and international financing. Since a large proportion of a commercial bank's assets are in demand, it prefers to make short-term loans instead of long-term ones.

Investment bank

An investment bank is a specialized type of financial institution that works primarily in high finance by helping companies raise capital and manage their capital needs. It is intended to raise money for expansion or investment. Investment banks also specialize in helping to merge and acquire companies. They are often involved in an intermediary between a securities issuer and a securities market. Investment banks also help corporate reorganization and acting as a financial advisor to a company that is interested in a merger.

Central bank

A central bank is a financial institution that provides a range of financial services, including the issuance of banknotes and coin, available to the public and to other financial institutions. It also oversees the banking system and helps stabilize inflation by making sure that the money supply does not grow too quickly. It also provides a range of services to those living in the developing countries who are not part of the formal banking system, including agriculture, fishing and transportation.

◆ 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

1. Human resources costs

- Salaries and benefits: \$30 million
- Training and development: \$10 million
- Office supplies: \$5 million
- Equipment: \$2 million
- Other: \$3 million

2. Production operating costs

- Raw materials: \$40 million
- Manufacturing overhead: \$15 million
- Production labor: \$10 million
- Other: \$5 million

3. Sales and marketing costs

- Salaries and benefits: \$20 million
- Marketing: \$10 million
- Office supplies: \$5 million
- Equipment: \$2 million
- Other: \$3 million

◆ 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	
Negotiating style	
<p>In some cultures, people see the need as a battle for power where each individual has to fight to achieve a dominant position. In other cultures, people believe that it is better to cooperate with others in order to reach a common goal.</p>	<p>People believe they can control things around them by being tough and determined.</p>
<p>People expect a game with rules and winning over others is very important.</p>	<p>People don't believe they can control things around them. They believe that the best way to succeed things the way they are and look for balance and harmony.</p>
<p>Negotiations are a battle of wits and you get what you want. If you win, it's yours.</p>	<p>People believe they are part of a group where others are important and they listen to others' viewpoints and try to find a solution that works for everyone.</p>
<p>Which is closer to your culture? How might this difference cause relationship problems in international travel?</p>	

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
阅读教程 3	5213-5408-9	49.90
阅读教程 4	5213-5986-2	49.90



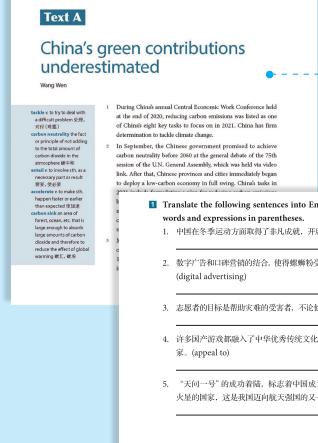
扫码查看教材详情

◆ 选取丰富主题, 体现时代特色, 拓展全球视野



涵盖多元商务主题和商务文本, 讲解重点商务知识, 传递前沿商务信息。

◆ 融入中国元素, 坚定文化自信, 涵养家国情怀



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

Reading strategy Inferring word meaning via word formation knowledge

Word for unknown compound
Blending words. If clipped or “cations” means “a combination of “High” domestic and “high-end” products.”

Reading strategy Inferring the purpose of quoted speech and reported speech

Quoted speech (direct speech) and reported speech (indirect speech) are frequently seen in journal articles. The author’s means “a combination of “High” domestic and “high-end” products.”

Reading strategy Reading the title and the subheadings to grasp the main idea

When reading, we cannot ignore the significant role of the title and the subheadings of a business text. The title of the whole text can help us have an overall idea about the topic, while the subheadings at the beginning of specific sections can make the structure of the text, or the author’s line of thought, more clear. They together make it easier for us to grasp the main idea quickly and accurately.

Take Text A as an example. The title “Resolving cultural conflict in the workplace” indicates that the whole text centers around this topic, and we can speculate that the content may involve the reasons for the occurrence of cultural conflict, why we should resolve cultural conflict, and what we should do to resolve cultural conflict. Then we can look at the subheadings in order to get more information:

- Understanding origins (of cultural conflict)
- Approaches (to resolving cultural conflict)
- Assessing conflict resolution

全面讲解词义、句段、篇章等层面的阅读策略。

◆ 设置多元练习, 夯实语言基础, 提升商务素养

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。

Understanding the text

- Decide whether the following statements are true (T), false (F), or not given (NG) according to the text.
- Product placement technologies cannot predict consumer preferences for products.
 - People do not make a purchase decision until they have tried out one product against another.
 - Product reviews play a very important role in consumer decision-making process.
 - “#BuyLocal” campaign mentioned in the text shows that consumers are not targeted on the basis of their personalities, they won’t buy the products they like.
 - Targeting based on personality can increase the possibility of consumer purchasing the advertised products.
 - Companies are not doing much to correct negative predictions of people’s choices at all.
 - Consumers are increasingly being manipulated by product reviews and advertisements by rely on to make choices.

- Answer the following questions:
- Why can’t companies’ preferences for specific products and attributes be predicted?
 - Why do the author say “People are not making a purchase decision early”?
 - What is the “#BuyLocal” campaign mentioned in the text?
 - What does the author mean by the author provides to illustrate the point that modern techniques, such as tracking techniques and sophisticated machine learning methods, have limited ability to improve predictions of people’s choices?
 - Do you think that marketers can employ more sophisticated modern techniques to predict and even control consumers’ preferences and choices in the future? Why or why not?

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。

Language work

- Match the phrases with their meanings.
- | | |
|-------------|--|
| 1. tend to | A. to go to the money for work, goods, service, etc. |
| 2. take off | B. to mention or to describe |
| 3. put off | C. to like highly |
| 4. stick to | D. to be dependent on |
| 5. refer to | E. to get up one thing in return for another |
| 6. rely on | F. to hold to the direction of |

- Complete the following sentences with the proper form of the phrases from the box.
- That company is handled by security firms whose work is _____ by others.
 - The greatest challenge is _____ our company against the market and changing the mindset of our employees.
 - He believes that the success of the company of another employee and good teamwork.
 - Companies are not doing much to correct negative predictions of people’s choices at all.
 - They chose to _____ a positive rate of inflation for a lower unemployment rate.

- Translate the following expressions into Chinese.
- | | |
|----------------------|-----------------------------|
| 1. popular media | 2. overinflated markets |
| 3. product placement | 4. negative consumer data |
| 5. a beauty product | 5. recommendation engines |
| 6. phantasm project | 6. computational complexity |



5213-4571-1 49.90



扫码查看教材详情

跨文化商务交际导论

主编: 刘丹 主审: 严明

教师用书
(电子版)

教学
课件

教学
视频

慕课

虚拟仿真
课程

教学设计与示范

◆ 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

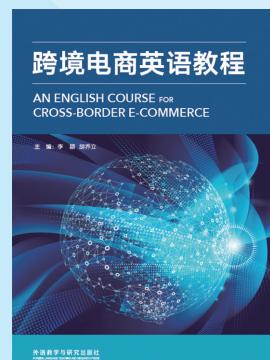
选取跨境电商领域的真素材, 力求体现行业热点, 涵盖网店选品、网络营销、跨境物流等代表性话题。

◆ 练习多样、知技结合

融听说读写训练和专业知识学习为一体, 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。



5213-1541-7 49.90



扫码查看教材详情

配套丰富优质教学资源, 全方位支持商务英语教学

