



普通高等教育“十一五”国家级规划教材

(第2版)

财经岗位英语

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内 容 简 介

本书第1版自2005年9月出版以来深受全国高校广大师生及企业的欢迎,并于2008年被国家教育部评为“普通高等教育‘十一五’国家级规划精品教材”。

此次再版作者审慎地对原教材进行反复推敲和认真修改,根据行业企业需要增加了金融礼仪和证券业务等内容,以使其更贴近现代经济发展、更符合社会用人需要、更好地为财经类专业英语教学实践服务。

本教材既适用于高职高专金融、保险、会计等财经类专业的教学,又可作为大中专院校经济管理类专业的专业英语教材,还可用于相关行业企业员工的岗位培训,对于广大社会读者也是一本有益的自学读物。

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再版前言

随着我国加速改革开放特别是在我国加入 WTO 后,国内市场正全面对外开放、国家经济正在迅速与世界经济融为一体,随之而来的是众多外资企业的大量涌入和大批中外合资企业的不断增加,促使中国经济国际化发展趋势的特征越来越明显。

外语既是敲门砖又是工具,面对全球经济的迅猛发展与国际化市场的激烈竞争,财经专业英语在对外贸易、商务活动、各行业领域业务交流合作中,将发挥越来越重要的作用。外语是国际化经济活动的基础,又是提升企业核心竞争力的关键,广泛的对外经济贸易商务活动对从业人员财经专业英语掌握与应用的水平提出了更高的要求,也已引起我国教育与企业界的高度关注和重视。加强财经岗位英语培训、强化实用技能与应用能力培养,这既是我国加快与国际经济接轨的战略选择,也是本教材《财经岗位英语》出版的目的地和意义。

本书自 2005 年 9 月出版以来深受全国高校广大师生及企业的欢迎,并于 2008 年被国家教育部评为“普通高等教育‘十一五’国家级规划教材”。

此次再版作者审慎地对原教材进行反复推敲和认真修改,严格按照国家教育部关于高职高专要“加强职业教育、突出实践技能培养”的教育教学要求,根据职业教育教学改革与国际业务活动接轨的实际需要,结合行业企业需要增加了金融礼仪和证券业务等新内容,提供口语化极强的情景对话、采取同步译文排版,降低了读者的学习难度、有效提高了学习效率,以使其更贴近现代经济发展实际、更符合社会用人需要、更好地为财经类专业英语教学实践服务。

全书共 4 篇、21 单元,以学习者应用能力培养为主线,紧密结合行业企业特点、依照财经岗位业务活动的基本过程和规律,围绕各工作环节和流程,采取词汇词组、对话、阅读、实操练习和译文组合的写法进行具体知识介绍。内容包括:金融理财、保险营销、实用会计、证券业务四部分,涉及银行、金融投资、网上交易、保险营销、会计核算、簿记工作等业务,各章均增加情景对话实践环节、阅读开拓读者知识视野、课后练习动口动手、突出口语表达和书面读写实操能力的提高,并通过实践教学指导学员实训,以达到学以致用、强化技能培养的目的。

本书作为职业教育财经管理专业的特色教材,既适应我国改革开放和加入 WTO 的需要,又切实为学生就业着想、关注岗位和业务实际工作需要;充分体现了注重基础知识、注重职业性、注重实践技能和应用能力的培养,且采取新颖活泼统一的版面风格设计。

正是由于本书结合财经岗位业务实际、注重与时俱进、有所发展,具有定位准确、理论适中、知识系统、内容翔实、案例丰富、贴近岗位实际、突出实用性、适用范围宽泛及通俗易懂、便于学习掌握等特点,因此本书既适用于高职高专金融、保险、会计等财经类专业的教学,又可作为大中专院校经济管理类专业的专业英语教材,还可用于财经相关行业企业员工的岗位培训,对于广大社会读者也是一本非常有益的自学读物。

本教材由李大军进行总体方案策划并具体组织,蔡丽伟主编并统稿,黑岚和林群为副主编;由北京市贸促会副会长、原对外经济贸易大学教授、外贸财经金融专家储祥银审定。参加编写的人员有:蔡丽伟(第1篇,第1至第5单元),贾晓龙(第1篇,第6单元),李文洁(第2篇,第1至第5单元),刘建华(第3篇,第1至第2单元),黑岚(第3篇,第3至第5单元),林群(第4篇,第1至第5单元),王晓芳(附录);刘华、吴霞、马瑞奇等人员协助有关章节的编写,李晓新负责本教材课件的制作。

在教材改写过程中,我们参阅、借鉴、引用了大量国内外有关财经岗位英语方面的书籍、资料和业界的研究成果,并得到有关专家教授和企业业务经理的具体指导,在此一并致谢。由于编写时间紧、作者水平有限,书中难免存在疏漏和不足,恳请同行和读者予以批评指正。

编 者

2009年5月



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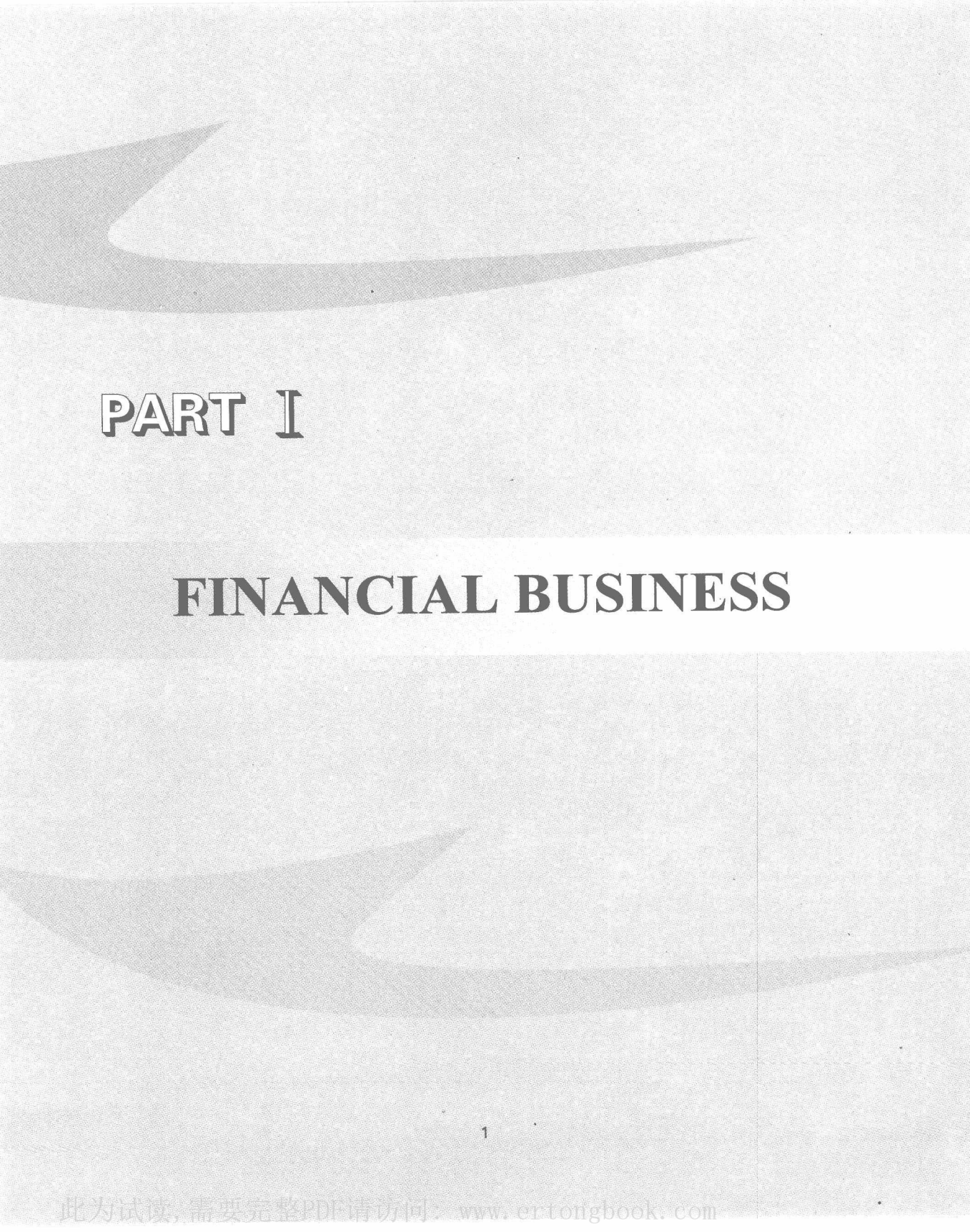
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PART I

FINANCIAL BUSINESS