

428
PH-T
2008

ThS. Phạm Thị Nguyên Thư
ThS. Nguyễn Thị Huệ

English FOR BUSINESS MANAGEMENT

ĐẠI HỌC QUỐC GIA
TRUNG TÂM THÔNG TIN THƯ

A-D4/00445



NHÀ XUẤT BẢN BƯU ĐIỆN

23 MỤC LỤC

<i>Lời nói đầu</i>	3
Unit 1. THE MEANING OF ECONOMIC DEVELOPMENT	5
Text 1.1. Economic growth	5
Language use	7
Text 1.2. Economic development	10
Unit 2: ECONOMICS FOR DEVELOPMENT	16
Text 2.1. The relevance of western economics?	16
Language use	18
Text 2.2. Economics or development economics?	21
Unit 3: SOME ECONOMIC LAWS	26
Text 3.1.	26
Language use	29
Text 3.2.	34
Text 3.3.	37
Unit 4: MARKET AND MONOPOLIES	40
Text 4.1. Markets and monopolies	40
Language use	42
Text 4.2. The impact of telecommunications investment on the economic growth	44
Unit 5: INFLATION	49
Text 5.1. The inflationary experience of LDCs	49
Language use	52
Text 5.2. The causes of inflation	54

Unit 6: PRODUCTS	56
Text 6.1. Give benefits not products	56
Language use	59
Text 6.2. Matching products and markets	61
Text 6.3. Beijing postal markets and products.....	63
Unit 7: PRICING	68
Text 7.1. Is price all that matter?.....	68
Language use	70
Text 7.2. Setting the price	72
Unit 8: INTERNATIONAL MARKETING	75
Text 8.1. Breaking into unreceptive market	75
Language use	77
Text 8.2. The world champion marketers: the Japanese?	79
Unit 9: COST AND MANAGEMENT ACCOUNTING	82
Text 9.1. Overheads and their recovery	82
Language use	84
Text 9.2. Costs in their proper place	88
Unit 10: AUDITING	91
Text 10.1. The auditing framework.....	91
Language use	94
Text 10.2. Time to clarify the obligations of auditors.....	96
REFERENCES	101