

<<商务英语精读.第2册>>

图书基本信息

书名：<<商务英语精读.第2册>>

13位ISBN编号：9787040086812

10位ISBN编号：7040086816

出版时间：2001年01月

出版时间：高等教育出版社

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页数：585

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内容概要

《商务英语系列教材：商务英语精读（2）（完整版）》重视学习文化和学习语言的关系，在单元主题的遴选以及课文和练习的选材上，刻意为学生提供各种文化知识背景，其中包括商业文化知识背景。

为提高学生的文化意识，《商务英语系列教材：商务英语精读（2）（完整版）》还着重对不同文化之间的差异进行了比较。

《商务英语系列教材：商务英语精读（2）（完整版）》尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点，即在培养学生英语语言能力的同时，让学生熟悉各种商务活动，了解相关的商务知识，这是本书的一大特色。

基于此，本书为学生提供了许多商务方面的阅读材料，内容涵盖企业管理、经贸、金融、证券、国际贸易、商业文化、旅游等各个领域，使学生在学习语言的同时，也掌握了必要的商务知识。

书籍目录

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