

<<商务英语情景训练>>

图书基本信息

书名：<<商务英语情景训练>>

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内容概要

《商务英语情景训练》是中等职业学校商务英语专业教学用书。

《商务英语情景训练》根据中等职业教育的培养目标编写，以实用为主，够用为度，突出职业实践能力的培养。

《商务英语情景训练》共分10个单元：Establish Business Relations, Make an Enquiry, Make an Offer, Make a Counter-offer, Negotiate the Terms of Payment, Negotiate the Terms of Insurance, Conclude the Business, Make Payment by L/C, Arrange Shipment, File and Settle a Claim。

除第一单元介绍商务信函的格式外，其余每个单元都精选函电样例，详尽分析样函构成，提供大量实用的外贸用语和句型，从而帮助学生最大限度地摆脱由英语基础薄弱所造成的语言束缚，为后面的案例写作积累素材，便于学生模仿并有所创新。

《商务英语情景训练》最大的特点是案例写作的连续性，案例内容完全依照外贸流程设计，从而可以使学生充分体验业务的完整性和实战性。

同时，《商务英语情景训练》还配有多媒体课件，对学生学习大有裨益。

《商务英语情景训练》可作为中等职业学校商务英语专业的实训教材，也可作为初级外贸从业人员的参考用书。

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