

<<实用商务英语综合教程>>

图书基本信息

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内容概要

《工业和信息化高职高专“十二五”规划教材：实用商务英语综合教程（高级）》是套书的高级教材，本教材编写了8个单元，以“项目引领、任务驱动”的形式编写，每一个单元为一个项目，围绕一个话题，内容涉及商务广告、商务合作、商务沟通、商务谈判、跨文化交际、国际金融、世贸组织及全球化等，每个单元包括背景介绍、热身讨论、听说训练、阅读强化、语法复习、案例分析和实用写作7个模块，并在各模块中以任务的形式插入各种练习，全面培养学生听、说、读、写、译的能力。

《工业和信息化高职高专“十二五”规划教材：实用商务英语综合教程（高级）》可以作为高职高专商务英语专业、国际贸易专业、国际商务专业的专业英语教材使用，也适合作为高职高专财经类院校英语课程的公共教材。

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