

<<新编实用电子商务英语>>

图书基本信息

书名：<<新编实用电子商务英语>>

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内容概要

本书是对电子商务进行的普及性知识介绍，尤其针对高职院校的学生进行指导性的引导，突出其实用性和可操作性，使学生在未来的工作中能够学以致用。

本书也可供具有中级英语水平的专业人士学习专业英语，提高涉外业务能力。

本书选材新颖，案例多选自与人们生活相关的内容，贴近实际生活，内容丰富通俗易懂，有一定的参阅性。

本书共有七章，按照电子商务运作的基本流程依次展开。

本书每章包括课文和英文对话，英文对话部分是对电子商务知识的简单展开，对话内容紧扣专业，既突出专业知识，也锻炼会话技能。

书后附有课文翻译和练习答案。

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章节摘录

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