

<<大学商务英语阅读教程>>

图书基本信息

书名：<<大学商务英语阅读教程>>

13位ISBN编号：9787309046977

10位ISBN编号：7309046978

出版时间：2005-9

出版时间：复旦大学出版社

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页数：215

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内容概要

《大学商务英语阅读教程》精选了英语国家经济与商务类的当代著名文章，配有生词注解、难句解读、课文注释、背景知识介绍、商务英语阅读技巧讲解，内容涵盖商务英语涉及的主要领域，如经济学、国际贸易、市场营销、企业管理、投资、证券、保险、广告等，兼具理论性和实用性。

本书是适用于高等院校商务专业的教材，也可作对外商务从业人员及英语爱好者自学之用。

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编辑推荐

提高阅读能力是当今英语学习的重点，也是英语实践的迫切需求。

本教材精选了英语国家经济和商务类的著名文章，配有生词注解、难句解读、课文注释、背景知识介绍、商务英语阅读技巧讲解，内容涵盖商务英语涉及的主要领域，如经济学、国际贸易、市场营销、企业管理、投资、证券、保险、广告等，兼具理论性和实用性。

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