

<<大学商贸英语谈判教程>>

图书基本信息

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内容概要

《大学贸易英语谈判教程》系“大学商贸英语教程”系列之一。

本教程系大学本科商贸英语谈判教学用书（配有参考译文和答案），集商贸谈判的基本概念、理论知识及实践技巧为一体，涉及商贸活动的各大环节。

本教程具有以下三个方面的特点：商贸理论与英语学习有机结合；成功谈判与提高英语会话能力相辅相成；将商贸理论和谈判技巧植入实例之中。

另外，在本教程再版之际，根据学习者反馈的信息，作了必要的修订，给出了课文、对话、案例等的参考译文，也对课文后提出的相关问题作了引导性的回答。

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