

<<实用公关英语>>

图书基本信息

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内容概要

本书是根据新世纪公关交际、特别是WTO背景下跨文化公关交际的实际需求，运用功能法理论及原则设计编写的。

教程由两大部分组成：口语教程和写作教程。

口语教程30课，每课包括三部分：功能会话，情景会话，意念会话；写作教程是根据新世纪公关交际，特别是WTO背景下的跨文化公关交际的实际需求，进行设计、选择与编写。

本书适合相关专业的学生与人员学习参考。

书籍目录

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