

图书基本信息

书名：<<新世纪商务英语专业本科系列教材>>

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内容概要

近年来对外经济贸易大学、广东外语外贸大学和上海对外贸易学院等院校先后获国家教育部批准，试办商务英语本科专业。

这标志着我国的大学教育朝满足经济社会发展的需求又迈进了一步，也标志着我国的商务英语教学跃上了新的层次。

改革开放以来，特别是加入世界贸易组织后，我国的国际商务环境发生了巨大的变化。

以国际贸易为例，贸易事业的运行对象、政策领域、体制环境、管理方式和运行平台等方面已经发生了重大变化：贸易的运行对象已经从传统的货物贸易向包括货物贸易、服务贸易和知识贸易在内的“大贸易”拓展；贸易政策涉及的范围已经从过去单纯的贸易政策领域向与贸易有关的领域延伸；贸易的体制环境已经从封闭的国内贸易体制环境向开放的全球多边贸易体制环境转型；国家对贸易的管理方式已经从传统的内外贸分割管理向内外贸一体化管理的方向转变；贸易运行平台已经从传统的贸易运行平台转向数字化、信息化和网络化的贸易运行平台。

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