

图书基本信息

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作者：叶琳 汪丽影 彭曦

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内容概要

本书是供涉外经贸和管理类大专学生（包括类似专业的高职和成教学生）使用的专业英语教材，旨在提高学生在英语环境中从事企业活动和商务交际的能力。

全书共16课，内容涉及企业、企业管理和商务活动的众多领域。

所有课文均选材于英美等国近年出版的书刊和报章，内容与文字简洁实用、富有新意，具有较强的时代感，课文还采用了一些案例和采访记录以丰富体裁。

每课除课文外，均配有词汇和词汇学习、难点注释，以及与课文内容紧密结合的练习和补充阅读。

本书既可作为高等院校的专业英语教材，也可供相关专业人员自学参考。

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