

<<商务英语精读-第一册>>

图书基本信息

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内容概要

《高等院校商务英语专业核心课精品系列教材：商务英语精读（第1册）》对话以两家虚拟的中外企业之间的相互交往并逐步开展业务为主线，内容涉及外企业日常经营、管理、营销和外贸业务操作等方面。

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编辑推荐

《高等院校商务英语专业核心课精品系列教材：商务英语精读（第1册）》在结构、内容编排上多有创新之处。

每单元都围绕一个主题，自成体系。

同时，各章内容还一脉相承、融会贯通、环环相扣、逻辑严密，使全书构成一个有机的整体。

在编写过程中，《高等院校商务英语专业核心课精品系列教材：商务英语精读（第1册）》把语言知识、语言技能、商务知识、跨文化商务交际能力等各项知识技能的学习和培养综合考虑，为学生今后在商务领域的深入学习奠定了基础。

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