

<<商务英语精读（第四册）>>

图书基本信息

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内容概要

张中宁编著的《商务英语精读(第4册高等院校商务英语专业核心课精品系列教材)》以外贸企业和跨国公司从事国际商务活动时所经历的各个环节为主线，以它们的经营活动所面临的内外环境、所涉及的因素为纲，以既阐述国际商务知识，又培养英语语言能力和跨文化商务交际能力为指导思想，真实地再现这类企业从事国际商务活动的自然流程。

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