

<<实用商务英语写作>>

图书基本信息

书名：<<实用商务英语写作>>

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内容概要

《实用商务英语写作（第3版）》注重实践技能训练，具有针对性和通用性相结合、真实性与时效性相结合的特点。

与传统的商务英语函电写作教材相比，增加了在现代国际商务活动中频繁使用的文体，如广告文案、备忘、报告和合同等文体写作实用技巧训练，对在互联网时代已不再广泛使用的文体不再做介绍。

针对各种文体提供了大量的范例，通过讨论范例熟悉该文体，总结出其核心模式和常用术语及套语，配有可操作性强的技巧训练。

范例均附中文译文，习题多附参考答案和引导性评论。

第2版增加了商务电邮的技术指导，针对抄送(cc)和附件(attachment)的一些操作，结合当前国际商务操作惯例做了指导性说明。

第3版在第2版的基础上更新素材，整合内容，使《实用商务英语写作》更加重点突出，脉络清晰，富于操作性、时代感和趣味性，以全新的面貌呈现于广大读者。

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<<实用商务英语写作>>

编辑推荐

《实用商务英语写作（第3版）》可作为高校相关专业商务英语及英语应用文写作教材，还可作为从事国际商贸工作人员的参考用书及商务英语等级考试的指导用书。

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