

<<商务英语>>

图书基本信息

书名：<<商务英语>>

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作者：周邦友 编

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内容概要

This book altogether eight parts , which , we think , are all related to communication in business contexts. The first part offers some remarks on English for Business , dealing with the features of business English and the significance of business communication. The next five parts respectively relate to business letters , business plans , contracts , advertising , and trademarks with examples and illustrations. Part Seven presents commonly- used documents in international business on sample basis. In the last part , the authors point out that it is important for people doing international business to raise their cross--cultural awareness.

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