

<<CNN全球商业报道>>

图书基本信息

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内容概要

《STEP BY

STEP听懂CNN全球商业报道》精选43篇商业报道，并分为六大主题板块：全球脉动，介绍全球市场脉动和最新科技产品及趋势等；投资理财，报道重大财经事件和个人投资理财之道以及必备财经知识；企业管理，介绍国内外知名企业经营理念和成功要素；市场营销，收录消费市场现今潮流和推陈出新的营销手法，以及企业于市场上的经营策略；品牌理念，介绍知名品牌的发迹与成长历程，以及品牌的成功经营哲学；商场名人，收录CNN专访全球最具影响力的商业巨头，看看他们个人及其企业能叱咤风云的关键与秘诀。

全书新闻报道均中英对照，除了列出单词和重点短语的解析，还针对财经名词和相关资料进行精讲和补充。

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作者简介

LiveABC互动英语教学集团是英语市场畅销书作者，台湾著名多媒体英语教学公司，以发展自行研发的交互式英语教学光盘产品及书籍为主，并结合网络、多媒体互动技术及传统平面出版等重要语言学习途径，协助语言学习者以互动方式有效地学习语言。

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