

<<商务英语实用教程>>

图书基本信息

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内容概要

《新世纪高职高专教改项目成果教材：商务英语实用教程》是教育部新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目成果，由有关教育部高职高专教育专业教学改革试点院校编写。

本书共有18个单元，单元主题以整个国际商务活动过程为线索，既包括迎接外商、电话联系、安排行程、购物、宴请等日常国际商务活动，也涵盖了市场调查、订购、谈判、签约、支付、装运等基本国际商务环节，同时讨论了岗位与职业、广告、管理、加入WTO、顾客满意、财务会计报表、外贸政策等与现代商务活动紧密相关的话题，内容全面，契合实际。

围绕单元主题，又分为听说训练、综合阅读、应用写作、拓展阅读和文化沙龙5个模块。

全书立足于听、说、读、写、译5种商务英语技能的全面培养，同时注重拓展学生的知识面，并提高其学习的兴趣。

本书附有录音光盘，可帮助学生练习听力和口语。

本书的部分译文和练习参考答案可从高职高专教学资源网下载。

《新世纪高职高专教改项目成果教材：商务英语实用教程》可作为高等职业院校、高等专科学校、成人高等院校及本科院校举办的二级职业技术学院、继续教育学院和民办高校的国际贸易、工商管理及其他相关专业学生的学习用书，也可供五年制高职院校、中等职业学校相关专业学生学习和社会从业人士参考使用。

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