

<<阅读-领先商务英语-1>>

图书基本信息

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内容概要

《领先商务英语专业系列教材·领先商务英语（阅读1）》以最新颁布的《高等学校商务英语专业教学要求（试行）》为指导，在编写过程中本着“突出跨文化商务交际能力的培养”的原则，在课文素材上进行了认真的遴选。

课文全部来自国外原版专业著作、报刊、杂志及网络等。

通过“商务文化热门话题”、“著名商务企业介绍”、“经、管、法基本知识”和“名人轶事”等内容给学生在学习语言的同时提供更多的机会了解商务方面的相关知识。

每册课文的内容根据不同的模块，从易到难、循序渐进排列。

《领先商务英语专业系列教材·领先商务英语（阅读1）》为第1册。

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