

<<职通商务英语拓展教程3>>

图书基本信息

书名：<<职通商务英语拓展教程3>>

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内容概要

《职通商务英语拓展教程3》摆脱了传统的教参编排方式，力求从教师角度出发，做到信息丰富，设计合理，使用方便。

电子教案是课堂教学的重要辅助资料，每册分为10个单元，每单元分为一个主页面和三个教学板块，结构清晰，便于教师操作。

图文并茂的形式，也有利于激发学生的学习热情。

《职通商务英语拓展教程3》配备mp3录音，每册包含10个教学单元，各单元的主题与《综合教程》有所不同但相互关联，旨在强化学习者的商务英语听说能力。

《职通商务英语拓展教程3》是《综合教程》的补充和扩展，力求从方便学生自学的角度出发，提供与单元主题相关的自测习题，可作为课后练习来检测学生的学习效果，部分内容还可用于丰富课堂教学。

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书籍目录

Unit 1 trade practiceUnit 2 trade policyUnit 3 global market placeUnit 4 trade procedureUnit 5 business contractUnit 6 foreign exchangeUnit 7 management in international businessUnit 8 the role of culture in businessUnit 9 international strategic allianceUnit 10 cross-cultural communicationanswer key

章节摘录

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