

<<实用英语谈判口语>>

图书基本信息

书名：<<实用英语谈判口语>>

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内容概要

《21世纪高等职业教育文秘类规划教材·任务驱动与项目导向系列：实用英语谈判口语》集口语交际与商务谈判技巧于一体，侧重跨文化交际知识的培养。

教材中生动丰富的教学案例增加了语言、文化知识和商务谈判技巧的信息输入量，一方面突出了谈判口语课程的商务谈判技巧，另一方面强化了口语交际能力，让学生在牢固掌握国际贸易理论与实务基础知识的前提下，能够流利地使用英语解决商务谈判中的实际问题。

《21世纪高等职业教育文秘类规划教材·任务驱动与项目导向系列：实用英语谈判口语》主要作为文秘、市场营销、国际贸易等经管贸易专业学生的专业教材，同时也能够满足商务英语专业学生的学习需求，还供从事外贸工作的专业人士参考和学习。

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《21世纪高等职业教育文秘类规划教材·任务驱动与项目导向系列：实用英语谈判口语》特色：
一、实用宗旨：丰富案例练习挑战实战技巧；二、强化表述：仿真语境培养自然流畅口语；三、内容饱满：理论与实践的相辅相成，集商务对话、谈判技巧与跨国文化与一册；四、题文呼应：商务与贸易的自然衔接紧扣和教材主题；五、丰富“教学包”免费下载：配备教案、课件、音频、练习答案、课文翻译和教学案例等丰富教学资源。

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