

<<商务英语泛读>>

图书基本信息

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内容概要

本书共分10章，内容包括国际贸易、国际经贸组织、企业文化、品牌与品牌名称、国际竞争、营销、促销、报价、电子商务和经济危机十大主题。

每章由Text A、Text B和Text C 3篇文章组成，每篇文章以教学目标、导入、独立阅读和词汇预习作为课前任务，以课堂阅读、词组、词汇、句子和讨论作为课堂任务和课后任务。

通过任务引导学生积极预习、练习和复习，在完成阅读任务的同时扩大商务英语的理论知识面，培养英语的阅读技巧，提高专业英语的阅读能力。

本书既可作为高职高专、商务英语专业及相关专业教材，也可作为有关从业人员的培训教材或阅读参考书。

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