

<<会展实务英语>>

图书基本信息

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内容概要

本书为前期已经出版的《会展英语》的配套教材，旨在《会展英语》理论知识基础上，为培养会展经济专业学生及会展从业人员在实际操作过程中的英语应用能力做一种探索。

本书分10个单元，内容涉及会议和展览的各主要环节的运作细节，包括会展接待与食宿安排、招标与投标胜算、参展与办展注意事项、策划预算与管理、参展手册与文档管理、撤展与安全保障等。

为帮助学习者消化理解内容，每个单元均附有专业术语词表和行业语句翻译练习；为了帮助课堂师生互动，进一步体验实践效果，本书每个单元还设计了相关环节的模拟演练与讨论。

本书大多取材于西方成熟市场的经验，语言地道而又明了易懂，可作为高等院校会展经济专业的教材，也可作为会展专业高职高专的参考教材，并可供成人教育相关专业学员以及会展经济从业人员学习参考。

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