

<<21世纪实用国际商务英语口语>>

图书基本信息

书名：<<21世纪实用国际商务英语口语>>

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## <<21世纪实用国际商务英语口语>>

### 内容概要

本书具有鲜明的时代特色，力求应用现代流行、生动地道的国际商务英语口语的表达方式，摒弃过时的商务知识和行话，便于开展互动式商务英语口语训练。

融合于各章节中所提出的国际商务观念和技巧紧跟时代脉搏，具有强烈的时代感，涉及的内容贴近现代国际商务实际，满足21世纪国际商务的交际要求。

突出实用性和实战技能，以国际商务交际活动为中心，展示如何处理实际交易环节中出现的各类问题，内容涉及国际贸易的各个实战环节和相关商务活动二大主线。

精心设计与国际商务有关的话题，通过本书的情景对话、角色扮演、专题讨论、经典句型操练、交际技巧、实践操练等训练，让学生在不同的商务语境中提高实际交际能力。

注重对学生口语交际能力的培养，学习商务英语口语语言技巧，融合商务知识、商务礼仪、流行口语为一体，坚持实用性、典型性和趣味性，让学生接触到生动真实的商务英语口语信息，把商务技巧和功能意念表达融入教材，使之更具有实用性和交际功能。

培养能熟练运用英语从事商务活动的高素质复合型人才。

《21世纪实用国际商务英语口语》顺应时代发展的需要，适合本科院校和高职高专的经贸和商务英语专业学生使用，本教材配有光盘，由外国专家朗读，便于学生模仿和操练。

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