

<<商务英语阅读教程>>

图书基本信息

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内容概要

《商务英语阅读教程》共18个单元，内容包括国际贸易、国际金融、国际营销、国际投资、国际商法、公司治理、物流、电子商务、国际商务组织等方面。每单元都由Text A和Text B两篇文章组成：Text A是主课文、Text B是在主课文的基础上提供的阅读材料，对主课文的内容进行补充；Text A包括课文，并对课文中的重点单词、短语、专有名词和商务术语进行释义，对课文中的难句进行注释，并附有大量练习；Text B包括课文和阅读理解型问题。

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编辑推荐

《商务英语阅读教程》依据国际商务活动的各个环节编写而成，强调英语作为语言在商务活动中的使用；旨在通过对商务英语文章的阅读和大量练习，培养学生掌握有关商务的专门术语，了解商务英语文章的语法和文体特点，提高学生阅读商务专业书刊的能力和在国际商务实践中运用英语的能力。

我们希望通过本教程的学习，学生既能提高国际商务方面的英语水平，又能获得国际商务方面的重要理论和知识。

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