

<<商务沟通基础>>

图书基本信息

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内容概要

《商务沟通基础》（英文版）是一部适合中国商务国情，以培养学生跨文化的商务沟通能力为主要目标的商务英语教材。

全书综合了国内外优秀教材的许多特点，分三大部分全面概括了商务沟通的理论与技巧，知识体系完善，技能涵盖全面，内容生动活泼，同时凸显了中国文化，是一本培养多层次应用型人才、文化依托式的现代商务英语教材。

本教材适合高等院校商务、经济、管理等相关专业学生及一般院校英语专业学生拓展课程使用，也适合普通商务人员为切实提高商务沟通理论与技巧了，增强英语语言能力之用。

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