

<<商务英语口语>>

图书基本信息

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内容概要

本书素材以商务材料为主，内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景，以功能用途划分。

全书共设有16个单元，内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、商品的询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、签订合约、投诉索赔等方面。

本教材可以满足高职高专院校商务英语、国际贸易、国际商务等相关专业的大学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

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