

<<电子商务英语>>

图书基本信息

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内容概要

本书涉及电子商务基础、因特网、电子计算机、物流与配送、网络营销、网上支付、现代企业管理、法律法规等多方面内容。

课文从在线阅读和各类应用角度出发，着眼于实用、新颖，具有一定的超前性。

练习有英译汉、汉译英、判断、选择、填空和问答等多种类型，便于组织教学。

本书适用于中等职业学校电子商务专业，也可供大专院校和电子商务应用人员参考。

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