

<<北京>>

图书基本信息

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### 内容概要

《北京》指南是米其林在中国市场的第一本英文版旅游指南。作为市面上为数不多的英文旅游指南之一，《北京》指南从一个外国游客的视角和兴趣点出发，将内容分为实用信息、城市探索和八条漫步路线三个部分，向外国游客生动地展示北京的文物古迹、文化韵味、艺术生活、饮食出行等方方面面，更符合外国游客的需求。除了体现信息实用准确、关注文化内涵、倡导创新的旅行等米其林旅游指南一贯以来的特点以外，该指南还融入了合作双方对中国市场的理解，无论从内容上还是排版上来看，均经过悉心的个性化设计，不失为希望探访北京这座既古老又现代的国际都市的英文读者的理想选择。该书将为国际友人更好地了解中国首都北京搭建良好的平台。

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