

<<高级商务英语教程>>

图书基本信息

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### 内容概要

本书全面、详细介绍了各种重要商务场合下的英语运用，涵盖商务交流、商务职场、企业管理、市场营销、人力资源和商业文化等方面。

全书共16个单元，每个单元均有丰富的实务材料，并提供了较完备的各种练习模式，特别强调增强学生的互动交流能力。

本书供各类高校非英语专业作公共英语课教材，也可供其他对商务英语感兴趣的所有读者使用。

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