

<<商务英语函电>>

图书基本信息

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## <<商务英语函电>>

### 内容概要

高职教育作为我国高等教育的全新组成部分，如何确立培养目标来适应时代要求，培养高素质的技能型人才，已经成为人们关心的问题。

教材作为教育系统的软件，它不仅反映着社会发展的要求，在某种程度上还直接决定着受教育者的培养质量。

因此，目前国内外都非常注意教材的开发和建设。

为了适应高职高专国际经济与贸易、商务英语等专业外贸函电教学的需要，我们组织省内部分高职高专院校的教师、企业人士编写了高职高专现代服务业商务英语系列教材中的“商务英语函电”教材。

为了使教材编写适应高职教育的特点以及时代发展的要求，我们在编写过程中尽量把最新的内容吸收到教材中来，充分体现高职高专教材“以能力为本位、以应用为目的、以学生为主体的特点”。

内容上突出了“能力培养”和“创新教育”，例如：本书的章节按照外贸业务流程编排，使学生通过学习很快掌握知识，熟悉外贸进出口工作的整个过程。

作为高职高专教材，为了方便教学和学生自主学习，每个章节前都有外贸业务简介和岗位要求，每个章节所选用信函中的重点、难点和例句都加有英汉注释，除了课后的词汇练习、句子结构练习和信函翻译、撰写练习，我们还在每个章节后面选用了外贸业务的各种单据和实训材料供学生操练，本书还配有习题答案。

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