

<<现代国际商务函电>>

图书基本信息

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内容概要

本书讲授当今信息时代国际商务沟通的理念及其在具体涉外商务信函写作和沟通中的应用。结合典型国际商务和职业场合案例，系统讲解高效商务沟通的方式、技巧和信函写作。课文内容举一反三、实用性强。本书适用于双语教学、英语教学以及有一定英语基础的专业人士自学。

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