

<<现代商务英语综合教程>>

图书基本信息

书名：<<现代商务英语综合教程>>

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内容概要

《现代商务英语综合教程》(上)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材内容涵盖工商领域产、供、销和对外贸易的各个环节。

各单元由精读文本、词汇注释、课文详解、练习题目及辅助阅读短文组成。

教材各练习环节均为以学生为中心的教学模式而设。

比如,每单元专设学生展示(PPT presentation)环节,教师可因势利导,安排互动教学。

本系列教材重视整体构建,另编有《现代商务英语听力教程》、《现代商务英语口语教程》。这些教材各单元的主题与

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