

<<MBA商务英语>>

图书基本信息

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内容概要

本书编写融听、说、读、写、译等多项语言技能于一体，并且充分利用了现代教育技术，配有纯正英语CD盘。

书中体系包括网络热身、导入活动、专业阅读教材、自测评估、复习练习、案例讨论、能力测试等。内容体现了MBA、工商管理专业的特色，涵盖了管理学、组织行为学、市场营销、人力资源管理、战略管理、企业文化、商务沟通、经济全球化、电子商务等相关领域知识。

本书读者对象为MBA、EMBA、MPA学员，及企业管理专业人员、从事商务或管理人员等。

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