

<<商务英语阅读>>

图书基本信息

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作者：张真 等主编

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内容概要

本书分为四大部分，每部分包括三个单元。

第一部分为文秘实务，在诠释秘书多重角色的同时，较为详细地描述了文秘的具体工作，如会议的策划和组织、人际沟通等。

第二部分为国际贸易，介绍了国际贸易的基本概念、贸易术语以及国际贸易的支付方式。

第三部分为市场营销，阐述了营销的概念、营销组合、营销策略和营销计划。

第四部分为管理，其内容涉及管理者的职能、人力资源管理和生产质量管理等主题。

本书可作为高等院校经贸类专业、商务英语专业师生的教材，也可以作为其他有志于从事国际商务的各行人士的参考读本。

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