

<<商务英语>>

图书基本信息

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内容概要

《全国高等院校国际商务英语统编教材：商务英语（综合业务）》详述了21世纪如何制定与实施企业国际战略，内容涵盖了国际商务调研及进入市场方式抉择的项目可行性研究。进出口理论和实务操作、国际金融业务、跨国公司业务、国际营销、国际信贷与招标、国际技术贸易、国际服务贸易、电子商务、国际经济法、国际商务组织等相关业务知识。每章后附有启发性问题、案例及大量商务英语练习。

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媒体关注与评论

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