

<<商务英语阅读（上）>>

图书基本信息

书名：<<商务英语阅读（上）>>

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内容概要

本套书分为上、下两册,涵盖了8个商务专题,全部用英文编写。

每篇文章由3部分组成。

(1) 文章导读; (2) 阅读欣赏; (3) 注释讲解。

又自成体系。

它试图介绍商务某一领域的新知识、新发展、新观念。

每个商务主题的中央文标题为: ——迈入管理新世纪(Managing into the 21st Century) ——沟通、

沟通、财沟能(Managing into the 21st Communications) ——商战无国界(Enhancing Business

Communications) ——商战无国界(Dong Business Across Borders) ——穿越多元文化(Working

Through Cultral Diversities) ——精彩的广告世界Living in the Vibrant World of Aavertising ——金融世

界让数字说话(Letting Figures Talk in the Wolrd of Finance) ——营销的艺术:理智与情感(The Art of

Markeing :Sense and Sensitivity) ——在法律上下生存和竞争Living and Surviving Under the Law 此套读

本的定和位和特色,此套读物专门为大学本科英语专业三、四级学生所设计、供他们做英语泛读教材

。

可在两年内全部读完。

亦可作为商务英语专业本科、研究生、MBA高级商务英语课程的阅读教材。

此外,还是出国商务培训、出国学位学习培训和公司商务英语培训的理想阅读教材。

参加BEC考试、商务师资格考试及其他商业类出国考试的考生也可将此书作为系统商务知识补充和语

言阅读能力的提高教材。

而大学本科以下、以上的学生或其他已从事商务工作的英语爱好者也可以阅读。

此套丛书的特点为: ——语言浅显易懂并涵盖了商务英语各方面的必要词汇; ——内容丰富有

趣,包括了商务领域的方方面面; ——编写者兼具商务知识、语言优势、教学理论与实践经验;

——一石双鸟、厚积薄发。

既学语言又学商务。

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