

<<商务英语精读 (第2册)>>

图书基本信息

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内容概要

本册主要讲述出口商品交易会、管理与文化、公共关系、促销策略、国际商务、合资企业、金融市场、风险管理与保险、商业广告、国际贸易组织等内容。

课文内容新颖,选材力求涵盖商务活动中的各个分支部分,注重介绍商务专业基础理论知识和专业技能,语言通俗易懂。

本套教材共计二册,每册含10个单元,每单元有五大部分组成(对话、课文、阅读、商务函电写作及综合练习)并附有课文、阅读译文和练习参考答案。

通篇文章内容以实用为主,从多个方面学习商务基本知识,引导学生能进入一个直观的仿真商务环境中学习。

本书主要针对高职高专商务英语专业和经贸专业学生,以及其他电子商务等专业学生和自学者。

书籍目录

Unit One The Export Commodities Fair Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Two Management and Culture Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Three Public Relation Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Four Promotional Strategies Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Five International Business Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Six Joint Venture Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Seven Money Market Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Eight Risk Management and Insurance Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Nine Business Advertising Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Unit Ten China's Entry into WTO Part One Conversation Part Two Text Part Three Reading Part Four Writing Part Five Exercises
Appendix A Translations to Texts and Readings
Appendix B Vocabulary
References

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