

<<商务英语写作>>

图书基本信息

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内容概要

本书致力于解决高职高专商务英语专业学生在商务英语写作中面临的主要问题，即，如何学以致用，如何把课堂学习同就业需要与外贸企业实际需要相结合的问题。

本书从各种商务写作实际入手，涉及主题范围广，能涵盖学生在商业企业中面临的大多数实际需要，且所选范例非常具有实际参考价值。

同时把一些较为基础性的实际写作知识和语言知识穿插在各个章节之间，给学生的学习和教师的课堂教学留有较大的自主选择的空间，以保证学生的写作热情既不必被枯燥乏味的语言和写作知识所抹杀，又可以使他们学到一定的写作知识，磨练写作技巧，使商务英语写作水平得以提高。

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