

<<商务英语>>

图书基本信息

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内容概要

商务英语阅读是一种针对专门用途英语的阅读，它不仅是基础英语阅读的延伸，更是商务知识的获取过程。

一般来说，商务英语阅读课程的讲授对象为高等院校商务英语专业的中低年级学生或者经济管理相关专业的学生。

这些学生的共同特点是：拥有相当的词汇量，掌握了一定的英语基础知识，能够阅读中等难度的英文资料；但是普遍缺乏商务背景知识的了解，对商务英语术语也较为陌生。

因此，《新编商务英语阅读》的编写旨在培养读者阅读和理解英文商务相关文章的基本技能，有效获取商务信息的能力，熟知商务英语术语，为他们进一步学习商务专业课程或从事商务相关工作打下坚实的基础。

本书由石成舫、朱曦主编。

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