

《商务英语精读（第二册）》

图书基本信息

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内容概要

《高等院校商务英语专业核心课精品系列教材:商务英语精读(第2册)》在结构、内容编排上多有创新之处。每单元都围绕一个主题,自成体系。同时,各章内容还一脉相承、融会贯通、环环相扣、逻辑严密,使全书构成一个有机的整体。在编写过程中,《高等院校商务英语专业核心课精品系列教材:商务英语精读(第2册)》把语言知识、语言技能、商务知识、跨文化商务交际能力等各项知识技能的学习和培养综合考虑,为学生今后在商务领域的深入学习奠定了基础。

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编辑推荐

《高等院校商务英语专业核心课精品系列教材：商务英语精读（第2册）》在结构、内容编排上多有创新之处。每单元都围绕一个主题，自成体系。同时，各章内容还一脉相承、融会贯通、环环相扣、逻辑严密，使全书构成一个有机的整体。在编写过程中，《高等院校商务英语专业核心课精品系列教材：商务英语精读（第2册）》把语言知识、语言技能、商务知识、跨文化商务交际能力等各项知识技能的学习和培养综合考虑，为学生今后在商务领域的深入学习奠定了基础。

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