

《实用商务英语综合教程》

图书基本信息

书名：《实用商务英语综合教程》

13位ISBN编号：9787115259899

10位ISBN编号：7115259895

出版时间：2012-8

出版社：人民邮电出版社

页数：192

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内容概要

《实用商务英语综合教程(附光盘高级经济贸易类21世纪高等职业教育财经类规划教材)》由李玉萍、王永美主编，本系列教材分为初级、中级、高级3册。本书是套书的高级教材，本教材编写了8个单元，以“项目引领、任务驱动”的形式编写，每一个单元为一个项目，围绕一个话题，内容涉及商务广告、商务合作、商务沟通、商务谈判、跨文化交际、国际金融、世贸组织及全球化等，每个单元包括背景介绍、热身讨论、听说训练、阅读强化、语法复习、案例分析和实用写作7个模块，并在各模块中以任务的形式插入各种练习，全面培养学生听、说、读、写、译的能力。

《实用商务英语综合教程(附光盘高级经济贸易类21世纪高等职业教育财经类规划教材)》可以作为高职高专商务英语专业、国际贸易专业、国际商务专业的专业英语教材使用，也适合作为高职高专财经类院校英语课程的公共教材。

本书附有听力材料的MP3录音光盘。

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