

《电子商务英语》

图书基本信息

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内容概要

本书共有十个章节，系统而又全面地介绍了电子商务的基础知识，对其中关键的电子商务术语均给出了注释。其中网上时文阅读文章针对性、时效性很强。本书注重理论与实际应用相结合。对引导学生和读者积极参加实践活动，将书本的知识转化为一种谋生的手段有极大的帮助和参考价值。为了更好的配合教学，本书还配有课件供师生参考使用。

本书结合电子商务专业教学的实际需要，以其教学大纲为参考，通过国际权威机构、知名媒体和专业网站等途径采集出难度适中，涉及电子商务的历史、发展和理论；电子商务企业对客户、企业对企业的运作流程，网上支付网络安全，电子政务和电子商务的发展前景。内容丰富，具有新颖性、实用性和前瞻性，将电子商务知识与英语学习有机地结合起来，适合高等院校电子商务专业、外贸专业及商务英语专业的学生使用，也可供网络、商贸人员参考。

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