

《河北省高职高专商务英语系列教材》

图书基本信息

书名：《河北省高职高专商务英语系列教材》

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内容概要

《商务英语》是一套针对高职高专商务英语专业学生编写的英语教材。该套教材集英语语言知识和国际商务知识于一体，让学生在提高英语语言能力的同时，学习商务知识，了解商务活动，提高商务英语交际能力。《商务英语》共分初、中、高级三册，内容涵盖商务活动的各个方面。在编排上按商务模块进行划分，其中包括：公司架构、酒店招待、会议及商务旅行、广告与营销、公共关系、客户服务、物流配送、电子商务、海关业务、金融业务、财务报表等。语言上按语言学习规律由浅入深，将商务知识和英语语言知识进行了有机结合。从选材上力求文章的趣味性和可读性，材料新颖、语言地道。

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