

<<商务英语应用文写作>>

图书基本信息

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内容概要

本教材比较系统地介绍了商务英语信函写作和商务英语常用文体写作的基本知识。其中涉及商务信函写作的第一部分11个单元，主要按商务贸易流程中各个环节的顺序编写；第二部分5个单元包含了商务电子邮件、备忘录、会议纪要、报告、合同等商务英语中常用的主要文体。本书将写作知识和技巧的介绍与学生写作技能的培养相结合，为学生提供了大量的范文、词汇和常用例句，以有效地提高学生的实际语言运用能力。

附录部分包括常用商务英语缩略语和常用电子邮件缩写词、首字母组合和行话。

本书适合高等院校英语、工商管理 and 经济管理类专业使用，也可供对外经贸业务人员和各类涉外企业人员参考。

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