<<汽车服务与营销英语>>

图书基本信息

书名:<<汽车服务与营销英语>>

13位ISBN编号:9787115259752

10位ISBN编号:7115259755

出版时间:2011-9

出版时间:人民邮电出版社

作者:黄星,王宏 主编

页数:150

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内容概要

本书在内容选择上力求贴近企业,贴近实际,贴近岗位,在教学设计上力求"实用、好用、可用、能用得上",并做到通俗、易懂、好学、能用。

本书共8个单元,每个单元都围绕汽车服务与营销展开,并尽量能反映一些与岗位紧密结合的实 用英语内容。

本书既可作为高职高专院校的专业英语教材,也可用作企业培训,还可供相关的教师和学生及技术人员的自学参考。

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作者简介

黄星,男,教授,大学本科,长春汽车工业高等专科学校外语教研中心主任,吉林省教学名师。 研究方向:语言教学、ESP教学研究、语言测试。

从教以来,出版译著两本,参编字典一部,发表省级以上论文三十余篇,主编、参编教材二十多部,主持省级以上科研课题12项,获得省级以上科研立项二等奖四项,三等奖两项,优秀奖多项。

目前担任的社会职务:教育部高等学校高职高专英语类专业教学指导委员会分会委员,中国职业技术教育委员会教学工作委员会高职英语教学研究会副主任,吉林省大学外语学会副秘书长兼高职高专分会副会长。

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章节摘录

Do some research to get a fair auto repair estimate?

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