

<<电子商务专业英语>>

图书基本信息

书名：<<电子商务专业英语>>

13位ISBN编号：9787122025173

10位ISBN编号：7122025179

出版时间：2008-7

出版时间：化学工业出版社

作者：徐晓冬 编

页数：95

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内容概要

本书的编写始终贯穿着一切从实用出发的理念，在文章内容、教学要求和信函的写作技巧等方面皆有所创新，并列举了大量来自实际电子商务活动中的原生态选材，包括电子商务的历史、商业模式、成功案例故事、运营机制、发展展望以及网上开店与购物等多方面内容，新颖独特，实践性强，简捷易学。

有助于提高学生阅读英文网站的水平和理解英文网站的组织结构，以及如何地道的使用英语处理电子商务活动中的Email、Complain等相关业务。

主要适合于高职高专电子商务、国际贸易等专业师生使用，也可以供电子商务及相关专业从业人员的在职培训和自修提高之用。

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