

<<商务英语学习情境教程>>

图书基本信息

书名：<<商务英语学习情境教程>>

13位ISBN编号：9787301186268

10位ISBN编号：7301186266

出版时间：2011-9

出版时间：北京大学出版社

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页数：206

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内容概要

《商务英语学习情境教程》是结合国际贸易中进出口实务的主要业务环节和实际的典型工作任务编写的学习情境式商务英语教材，打破传统国际商务英语教材的内容与形式，采用任务引领的方式来设计学习情境，将商务英语知识点融入实际的工作场景中。

《商务英语学习情境教程》共分为创建公司、参加展会、参观工厂、解决问题和招聘员工五大情境以及若干具体的工作任务，包括市场调查、确定产品、公司介绍、产品展示、招待顾客、商务谈判、应聘工作、公司文化、报价、订货、付款、包装、装船、运输保险、制单、结汇、客户开发与维护、广告、处理投诉等，涵盖了基本的商务活动内容。

本书的教学时数为两个学期，教师可以根据实际需要对其进行取舍。

《商务英语学习情境教程》适合作为高职高专经贸专业或商务英语专业大一、大二学生的教材，也可以作为社会上从事商贸工作人员的参考用书。

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