

<<国际商务英语>>

图书基本信息

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内容概要

《国际商务英语》融英语语言知识及技能和国际商务知识及技能于一体，力求将语言技能的培养和专业知识的学习有机地结合起来，从题材到形式尽量满足适用性和应用性的要求，以提高学生的商务英语交际能力。

本教材共分十个单元，主要内容有：初次见面介绍及问候、工作面试、电话交流、宴请娱乐活动、公司介绍、市场营销、产品介绍、定价、零售和批发业务及广告宣传。

每单元由“听说”、“课文”和“练习”三部分组成。

“听说”部分的内容较贴近生活，易于学生理解、交流，并与单元主题内容相符。

听力练习的形式有多项选择、缺格填空、回答问题、判断对错等；口语练习的形式有双人讨论、小组讨论等互动练习，以激发学生对本单元的学习兴趣。

为了便于教学和自学，本教材对词汇和一些知识难点和要点作了较为详细的介绍，每课课文后面还附有大量练习，以供选用。

此外，书后附有总词汇表、各课练习答案及听力原文，方便读者自学和查阅。

本教材主要适用于实践型本科和高职高专课堂教学，同时又可用作在职人员英语培训教材，也适合具有相应英语程度者自学或作为课外阅读材料使用。

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