

<<新编MBA英语教程>>

图书基本信息

书名：<<新编MBA英语教程>>

13位ISBN编号：9787504650825

10位ISBN编号：750465082X

出版时间：2008-1

出版时间：中国科技

作者：方小燕

页数：225

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内容概要

本书充分考虑到MBA学生的实际需求和英语水平，突出对MBA学生英语实用技能。即口头表达和书面写作能力的训练。

本书分为12个单元，每一单元围绕某个主题展开英语综合技能的训练。

课文选材新颖，注重趣味性和实用性的结合，大多取自国外著名的商业读物和网站。

课后编写了大量的练习，安排了形式多样的口语活动以及翻译技巧和商务英语写作的专项内容。

本书还特别安排了4个有关跨文化交际的单元，使学生建立在全球化背景下跨文化交际的意识。

本书主要为MBA学生编写，也适合管理、金融等专业的本科生和研究生使用。

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