

<<剑桥商务英语教程学生用书>>

图书基本信息

书名：<<剑桥商务英语教程学生用书>>

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内容概要

本书是英国剑桥大学考试委员会指定的BECI考试的学习教材，原书名为《Getting Ahead》(Learner's Book)。

该书内容覆盖商务活动的各个方面，对公司接洽客户、公司自我介绍、商务合人洽谈、各种商务文件书写体例、各类商务通讯（电话、电传、书信）等语言规范都给出了清晰实用的范例。

在学习商务规范语言的同时也学到了基本的商务知识。

全书是按50~70个课时设计的，分16个主要单元

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