

<<当代商务基础知识>>

图书基本信息

书名：<<当代商务基础知识>>

13位ISBN编号：9787514107517

10位ISBN编号：7514107517

出版时间：2011-8

出版时间：经济科学出版社

作者：安秉哲

页数：226

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内容概要

商务英语考生不仅要掌握语言知识，而且不要掌握当代商务基础知识。

这本由安秉哲编著的本书为商务英语考生提供全面而有效的考试必需商务知识。

这本书的读者群：商务英语考生，大学经济、管理及国际贸易专业的学生，从事涉外商务活动的白领阶层。

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编辑推荐

《当代商务基础知识（英文版）：商务英语考试必读》有以下特点：以通俗易懂的英语系统介绍当代商务基础知识；所涉及的商务基础知识面广，基本上覆盖当代的商务活动和概念，包括最新的商务概念，如“物联网”、“生态足迹”、“碳贸易”、“团购网”等；汇总了在《当代商务基础知识（英文版）：商务英语考试必读》中出现的1466个常用商务关键词汇（Glossary）和97个常用缩略语（Abbreviations），并附有相应的中文，便于读者掌握商务英语关键词汇。这些关键词汇和缩略语都是名词，基本上折射出当代商务概念和基本知识。

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