

<<会展实用英语>>

图书基本信息

书名：<<会展实用英语>>

13位ISBN编号：9787563717255

10位ISBN编号：7563717250

出版时间：2008-8

出版时间：旅游教育出版社

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页数：247

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内容概要

《会展实用英语：听说口译篇》分为读写篇和听说篇。

本教材通过介绍欧美会展业的先进理念和实践经验，结合会展业的各个部门和整个工作流程，深化听、说、读、写、译等英语语言技巧训练，帮助会展从业人员熟悉英语国家综合文化知识和国际会展业的背景知识，提高会展从业人员用英语进行会展管理与服务的交际能力。

针对实际工作需求，按照国际会展流程，通过大量练习，帮助上岗人员和会展从业人员进一步扩大词汇量，掌握综合运用语言的能力，更好地开展国际会展业务。

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