

<<实用商务英语阅读>>

图书基本信息

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内容概要

以阅读技巧为纲，系统进行技巧介绍和针对性强的实践练习；选材涵盖了各种实用商务文体，包括信件、备忘、报告、财务文件、广告等；附有BEC初级及中级考试的考试题型以及阅读补充材料，以方便读者自学使用；难易程度由浅入深，编排有利于课堂教学和自学；本版增加了常用商贸缩略语和主要商务媒体，信息更新颖.练习的实用性与针对性更强；可用作高等院校相关专业学生商务英语阅读课程教材，还可供外贸工作人员、商务管理人员、外企文员及准备参加BEC和各类商务英语考试的广大考生自学使用。

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