

<<高级商务英语教程>>

图书基本信息

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内容概要

内容提要

本书原名《ENGLISH FOR BUSINESS》，是香港职业教育界的权威教材之一，在香港已畅销20余年，它的内容是讲授商务应用文的写作，包括商务谈判、投诉应诉、求职、催账、促销、报告、会议纪要等几个方面。

本书选材丰富，语言地道，形式规范，既有很强的实用性，又十分注重语言运用能力的综合训练。

读者学完本书，基本上可满足日常商务活动对英语的果求。

本书适合有一定英语基础的涉外企业、外资机构职员及有关专业的学生阅读。

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