

<<商务英语函电>>

图书基本信息

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内容概要

《商务英语函电（第2版）》此次修订的宗旨是：体现国际贸易中新的贸易方式及新的做法，使教材实用性更强；体现国际贸易专业核心技能的培养，突出函电写作的能力训练；体现本教材编写一贯的认真严谨的特点，保证系统性和完整性。

此次修订的重点是对各章节的注释和练习大量更新，更突出技能型训练；每课加入了Optional Reading，扩大学生阅读量；将代理、电子商务等章节以附录的方式作为辅助材料供教师选择使用；同时加入了一套完整的业务案例，使学生了解一笔业务的全过程。

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