

<<商务英语基础教程>>

图书基本信息

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内容概要

本书的编写本着“以应用为目的、以实用为主、以够用为度”的思想，以服务为宗旨，以就业为导向，将英语语言能力的培养和商务知识学习紧密联系在一起。

内容涉及商务礼仪、商务关系的建立、公司和产品的介绍、价格谈判、处理投诉

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