

<<电子商务专业英语教程>>

图书基本信息

书名：<<电子商务专业英语教程>>

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内容概要

本书旨在使读者掌握电子商务专业英语术语及用法，培养和提高读者阅读和翻译专业英语文献资料的能力。

本书由15个主题单元组成，涵盖了电子商务领域的基本理论、基本知识、基本技术、基本应用和法规等内容。

每个主题单元由课文、阅读材料、词汇、注释和练习组成。

书后附有参考译文、参考答案和参考文献。

为了方便教学，本书另配有电子教案，向采纳本书作为教材的教师免费提供。

本书可以作为电子商务、信息管理与信息系统、物流管理、市场营销等本专科专业英语教材，也可供从事相关专业的工程技术人员参考使用。

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编辑推荐

《电子商务专业英语教程》可以作为电子商务、信息管理与信息系统、物流管理、市场营销等本专科专业英语教材，也可供从事相关专业的工程技术人员参考使用。

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