

<<会展英语>>

图书基本信息

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内容概要

《高校会展管理系列教材：会展英语》是为了适应我国会展经济的发展而编写的专业英语教材。全书共有12个单元，每单元围绕主题由3篇阅读文章、一篇案例文章以及若干练习项目组成。所收内容不仅从宏观上介绍了会展活动管理的有关理论，包括会展业的形成及其发展、会展业对社会文化和政治经济的影响、会展营销、会展管理、会展各活动的协调及其评估等诸多方面，而且理论联系实际，设计了多种多样的课文讨论及案例分析题目，以培养读者解决问题的实际能力。该书还根据各单元的主题，设计了形式多样的英语读、写、说、译等项练习，以提高读者英语语言技能。

全书选材于国内外最新的相关著作和文献，力求内容新颖，语言地道。

《高校会展管理系列教材：会展英语》可作为普通高等院校、高职院校学生的专业英语用书，也可供相关专业在职人员作为培训教材与相关专业教师的参考用书。

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