

## <<商务英语口语>>

### 图书基本信息

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### 内容概要

本书是一部关于商务英语口语训练的实用教材，全书分为初级、中级、高级三个部分，分层次地介绍了商务英语口语日常运用中的一些表达方法，具有很强的实用性，适合高校英语及经贸专业学生学习。

本书是根据《商务英语口语单项职业技能鉴定标准》编写的，供各地在商务英语口语职业能力考核、鉴定和培训时使用。

本书分为初级、中级、高级三篇。

初级部分为学习者提供了大量的语音练习，着重培养学习者准确、流畅的语音语调；以对话的形式表现商务英语中常用功能英语的词汇及表达法，培养学习者得体地运用英语进行交际的能力；并以简单易懂的听力练习进一步提高学习者的听说能力。

中级通过背景知识、对话和听力三个部分介绍在国际货物买卖合同中可能出现的问题，如商品成交前的询盘、发盘、还盘、价格、品质、包装、运输、支付方式，培养学习者熟练、准确地用英语与客户进行商务洽谈的能力。

高级部分从对话、专题讨论以及听力三个方面从更高层次介绍高级商务人员所应具备的商务英语方面的综合能力和商业理念，帮助学习者自如地运用英语完成与外商的商务合作、合同谈判、营销管理等方面的交流。

本书是专项职业能力考核培训教材，可供各类职业学校、职业培训机构在开展职业技能短期培训时使用，也可作为高等教育、自学考试商务英语专业教材。

本书由福建师范大学教材建设基金提供资助。

本书由福建师范大学外国语学院毛浩然、刘茵、赖黎群、林明金、涂晓红、余军丽编写，毛浩然、刘茵主编；由福建师范大学外国语学院院长林大津审稿。

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