

<<外贸英语函电>>

图书基本信息

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作者：蔡军

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内容概要

本教材在编写过程中，一反保守的递进式教学特点，采用了项目制的编写原则。按照外贸函电信件的类型，把整本教材分成了10个项目，每个项目又按照要求设置了几个模拟任务，以项目为导入，实行任务驱动的教学原则。让学生通过一个个项目的完成，不仅掌握了各种外贸信件的写作技能和特点，也系统地了解了整个外贸流程。

在每个项目的进行过程中，都按照需要穿插了大量的实例来帮助学生更好地了解信件的类型和实用情境。

同时，在实例的选择上，编者针对市场上同类教材大多内容陈旧、材料生僻的特点，精选了一大批富有时代特色、大家很熟悉的例子来辅助学生理解。

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