

<<电子商务英语教程>>

图书基本信息

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作者：张海波

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### 内容概要

本书一本为高等院校、高职高专电子商务专业英语教学而编写的教材。

重点介绍电子商务的概念和分类、网络营销、电子支付、在线物流和电子政府等基础知识，此外还介绍了电子商务英语写作技巧等相关知识。

本书具有选材新颖、原文风格、循序渐进、通俗易懂、图文并茂、在线操作等特点。

本书既适合电子商务专业的读者，也适合相关专业的读者，还可作为从事商务工作人员的工具书

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### 编辑推荐

《21世纪高等院校规划教材：电子商务英语教程》系统而又全面地介绍了电子商务的基础知识，对其中关键的电子商务术语均给出了注释，针对性、时效性强，注重理论与实际应用相结合。对引导学生和读者积极参加实践活动，将本书的知识转化为一种谋生的手段有极大的帮助和参考价值。

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