

<<国际商务英语>>

图书基本信息

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内容概要

随着国际形势的变化以及我国经济改革发展的不断深入，越来越多的国际大型跨国公司来到中国市场，不少有实力的国内企业也纷纷走出国门，国际业务随之剧增，原来的英语教学结构已经不能够应对如此大量市场信息的变化，因此，尽快培养一大批既能熟练掌握商务英语并运用英语进行谈判，同时又了解国际市场行情以及各国法律的复合型商务经贸人才，已成为当前的一项紧迫任务。本教材的出版将对我国商务英语的教学和实践起到一定的推动作用。

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