

<<MBA英语教程>>

图书基本信息

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内容概要

内容提要

本书是专为MBA硕士生编写的英语教程。

全书共20个单元，所用材料

选自近两年英、美等国出版的有关著作及期刊，内容包括工商管理专业所涉及到的宏观、微观经济学、金融、市场营销、国际贸易、决策、管理等方面，选文语言规范流畅，文字活泼、体裁多样。

每单元由课文、练习、精读、泛读、重点

语法专题复习、商务会话、写作指导部分组成。

本教材与所学专业内容结合

紧密，针对性强能激发学习积极性。

上述各部分的有机组合能有效提高英语

听、说、读、写等基本技能。

本教材除用作MBA英语教科书外，也可选作大学经贸、金融、管理等专业的专业英语教材，还可作为上述有关专业人士自学提高英语的学习材料。

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