

<<大学商务英语阅读>>

图书基本信息

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内容概要

本书是大学商务英语阅读教程，内容涵盖经济全球化及其引发的经营和管理理念的变化、战略管理、人力资源管理、企业文化、技术管理、营销策略、货物流程、金融及财务等诸多方面。

全书共分十八个章节，每个章节分三个部分，每部分均配有形式多样的练习，以帮助读者巩固所学知识。

附录部分分别提供了专业词汇的相应汉语译文，部分专业词语的英语释义及其练习部分参考答案，以备读者参照使用。

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编辑推荐

《大学商务英语阅读（第2版）》的文章均选自西方工商管理专业的各类原版教材和具有相当影响的西方商务刊物。内容涉及经济、贸易、商务、管理等各个方面，涵盖面宽，信息新，词汇丰富，且阅读量大。全书共分为十八章，每章包括三个部分。第一和第二部分的课文是关于经济领域中所涉及的许多概念、理论、政策、措施及相应的论述和分析，内容丰富，理论性强。第三部分的文章均由有关方面的专家撰写。这些文章介绍了当今经济全球化进程中各种最新的经济动态、社会和经济发展的趋势、经营和管理理念的巨大变化和发展，内容积极，极具启示性。

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