

<<商务英语选读>>

图书基本信息

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内容概要

本教材反应了当代西方经济、管理及国际商务方面的最新资讯，课文内容涉及经济、工商管理、金融、贸易等各个方面，内容新颖，时代感强，信息量大。

全书共16个单元，每单元分三部分。

第一部分偏重于理论阐述，旨在通过阅读这些课文，丰富学生的经济管理类知识，从而提高用英语思考、分析和阐述各种经济管理现象、理论观点的语言能力。

第二部分为实践篇，课文内容大多为公司运营的主要环节及做法等，其目的是帮助学生将理论与商务实践活动结合起来，从而提高运用能力。

第三部分为案例分析或阅读扩展，以提高学生们运用英语的能力。

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