

<<商务英语阅读>>

图书基本信息

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内容概要

加入WTO后，我国与世界各国的经济交往与合作更加广泛，国际商务活动日益频繁，市场对外经贸人才的需求量成倍增长。

面对这一形势，培养和造就一大批既懂英语又有较扎实国际经济贸易、金融和商务方面知识的综合人才是我们的当务之急。

《商务英语阅读》一书正是在此背景下孕育而生。

本书宗旨是：用英语传授经济贸易的基础理论和基础知识，对学生进行全面的、严格的经贸基础理论教育，经贸专业英语语言技能的培训，使学生既掌握经济贸易知识，又能用英语进行经贸工作，阅读有关信息和最新发展的报道。

本书适合文秘、企业管理、财经、外贸、商务英语等专业的学生及涉外工作人员学习使用。

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