

<<商务英语综合教程（下册）>>

图书基本信息

书名：<<商务英语综合教程（下册）>>

13位ISBN编号：9787810789707

10位ISBN编号：7810789708

出版时间：2007-11

出版时间：外经贸大学

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页数：177

字数：353000

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内容概要

商务英语是从事涉外商务活动工作人员及各大专院校涉外商务、营销、管理、人力资源等专业学生的必修课程。

本书内容包括英语传授经济贸易的基础理论和基础知识本书选材新颖，内容丰富，专业面广，难度适宜，趣味性强，可供高等学校经贸英语专业的学生及相应水平的商务工作者与英语爱好者学习使用。

书籍目录

Unit 1 TEXT Changes in the Motives and Developments SUPPLEMENTARY READING Beefing Up
Unit 2 TEXT Invisible Barriers SUPPLEMENTARY READING East Europeans Fear Protectionism
Unit 3 TEXT Business Law-Contract and Agency SUPPLEMENTARY READING Settlement of Disputes
Unit 4 TEXT Export Procedures and Documentation SUPPLEMENTARY READING Bill of Lading
Unit 5 TEXT Product Positioning SUPPLEMENTARY READING Experiential Branding
Unit 6 TEXT How Companies Succeed in International Market SUPPLEMENTARY READING Business Success
Unit 7 TEXT Strategies of Transnational Corporations SUPPLEMENTARY READING Management and Leadership
Unit 8 TEXT International Stock Exchange of UK SUPPLEMENTARY READING Chinese Firms are Embracing Private
Equity Funds So dreaded in the West
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Makes It a Focal Point of Concern in the US
Unit 15 TEXT International Financial System Meets Challenge
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Unit 16 TEXT Economy Theory and Dumping
SUPPLEMENTARY READING SUPPLY and Demand

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