

<<国际商务英语>>

图书基本信息

书名：<<国际商务英语>>

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<<国际商务英语>>

内容概要

经济贸易的发展急需大量的国际贸易人才，特别是拥有一定英语能力的外贸复合型应用人才。孙莹编写《国际商务英语》的目的是使广大读者了解国际商务相关知识，掌握参与国际贸易必备的国际市场营销分析能力与国际贸易实务操作能力，具备一定对外贸易谈判技巧。

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