

图书基本信息

书名：<<新世纪商务英语专业本科系列教材>>

13位ISBN编号：9787544618472

10位ISBN编号：7544618471

出版时间：2010-9

出版时间：上海外语教育出版社

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页数：249

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内容概要

本书是国内首套按照《高等学校商务英语专业本科教学要求》（试行）编写的商务英语专业教材。教材以现代外语教育理念和教材设计理论为指导，结合商务英语语言和教学的特点，融合多年商务英语教学实践，由国内知名外语教学专家和长期从事商务英语教学的教授共同参与，联袂打造。

体现《教学要求》的培养目标，强调打好扎实的语言基本功，兼顾商务专业素质与人文素养的同步提升。

编排和选材注重学生正确世界观和道德观的形成，注重思维能力、创新能力和跨文化交际能力的培养。

语言、文化与商务有机融合，注重商务英语技能和商务专业课程的合理衔接。

学习任务设计丰富多样，有助于训练学生交际能力、自主学习能力和合作学习能力。

单元紧扣社会热点话题，难度合理递增，选文思想内涵深刻，可读性强，充分反映经济全球化时代的特点。

为教学提供多媒体资源，丰富的视频材料可增加语言学习的趣味性和输入的有效性，调动学生课堂参与的积极性；主干教程配套电子教案，方便实用，充分满足个性化教学需要。

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