

<<管理专业英语教程>>

图书基本信息

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内容概要

本书是供管理学院的学生在学完“基础英语”之后而使用的管理英语教材。

全书所有材料皆取自于近几年国外的英文书刊，内容丰富、题材广泛、语言流畅、文字活泼，既涵盖管理学科各方面的内容，又不乏有趣生动的案例，具有较强的可读性。

本书共20个单元，其后还附5篇管理学名著选文。

各单元由课文、课文练习、精读、泛读组成。

各单元内容相关性强，详尽的双语词汇注解和课文难点注释为学习者提供了方便；精心设计的课文练习和阅读理解有利于巩固、提高学生阅读、写作管理英语的能力。

本书适宜于作为大专院校、成人教育、自学考试管理专业的教学用书，也宜作学习管理英语的自学用书。

书籍目录

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 Unit 2 Text: Behavioral Considerations in Market Analysis Exercises to the Text Intensive Reading: Planning a Marketing Research Project Extensive Reading: Producing for the Consumer
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