

<<现代商务英语阅读教程（上册）>>

图书基本信息

书名：<<现代商务英语阅读教程（上册）>>

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内容概要

《现代商务英语阅读教程》以《(高职高专教育英语课程教学基本要求)》、《<全国国际商务英语考试大纲》等为依据编写，坚持“应用为主，够用为度”的编写原则，突出体现系统性、针对性和实用性。

本套教材由上、下两册组成，本册为上册，以外贸操作流程的商务理论与实践为主，由12个单元组成，内容涵盖商务礼仪、商务会议、业务关系、询盘与报盘、订单与确认、支付方式、保险、包装、装运、商务合同、信用证、索赔与仲裁。

主要针对高等职业教育商务英语专业学生毕业后所从事的实际商务外贸工作需要而编写。

本书适用于高等职业教育以及成人高等教育的商务英语专业和国际商务专业学生使用，也可作为其他专业英语爱好者的自学参考资料。

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