

<<商务英语阅读（上册）>>

图书基本信息

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内容概要

本书为商务英语阅读上册，共16个单元，内容主要涉及国际贸易、金融、营销、物流、人力资源管理、跨文化交际、知识产权等。

每个单元包括主课文和两篇快速阅读：主课文内容翔实，让读者对本单元话题作整体了解，掌握本领域的专业词汇；快速阅读在训练读者阅读能力的同时让读者了解此领域的发展新动态。

本书适用于高职高专商务英语专业学生，也可作为国际贸易、工商管理等其他专业的学生和从事国际商务的人士及英语爱好者的英语自学用书。

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