

# 《新世纪商务英语专业本科系列教材》

## 图书基本信息

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# 《新世纪商务英语专业本科系列教材》

## 内容概要

《国际贸易实务与操作(学生用书)》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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## 精彩短评

1、内容很实用，内容很赞，老师推荐的

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