

Business Chinese for Success: Real Cases from Real Companies (English and Chinese Edition)



Designed for Chinese readers of intermediate to advanced levels to further improve their language proficiency, Business Chinese for Success incorporates case studies of real companies doing business in China as its teaching materials. Companies include such big multinational corporations as Starbucks, Wal-Mart, and Lenovo. The book succeeds in putting the language instruction in a context that is relevant to most people learning to speak Chinese today that are a business environment. Readers will be able to learn contemporary vocabulary that is actually in use in China today

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