

'84 深圳 國內外教材 展銷會

The Shenzhen '84
Chinese and International
Exhibition of educational materials

目 錄

主辦單位：深圳大學文化科技服務總公司
深圳新華實業總公司

港澳及海外總代理：

香港「中外發展出版社有限公司」

前 言

爲了促進我國教育事業的改革，早日實現教育要面向現代化、面向世界、面向未來的目標，我們在廣東省和深圳市政府有關部門的指導下，在全國許多兄弟院校和出版社的支持和協助下，將於1984年7月20日在深圳舉辦《深圳1984年國內外教材展銷會》。爲了便於查閱和訂購，特編印此目錄。~~目錄中所有樣本，均有樣本展出，歡迎參觀和選購。~~

這次教材展銷會上展銷的教材主要是爲全日制大、中、小學用的，也有供研究院、專科、中技以及在職成人教育用的。因此教材中除通常所指的教科書外，還包括適量的參考書、少量的研究論文集和工具書、手冊等。

這次展銷會的特點是：

(1) “全”。包括文、法、理、工、農、醫及管理學科。但側重於自然科學、工業技術、醫學及管理等方面，對計算機技術（包括微電腦技術）及其在各領域中的應用給予了更多注意。

(2) “新”。有兩方面的含義：

“教材內容新”：注意到許多新的邊緣學科及新興技術領域等方面的教材。

“出版年代新”：主要選展80年代以後出版的教材，特別注意83年及84年新出版的教材。

(3) “文、聲、像”。除傳統的文字教材外，還有較豐富的聲像教材，其中包括幻燈片、錄音帶、錄像帶和16mm.教學電影片。爲了便於查閱和訂購，現將目錄分成圖書、聲像兩冊。圖書目錄主要爲文字教材，共約7000餘種。聲像目錄主要爲聲像教材，大、中、小學及專業院校電影約1000餘種，幻燈片1000餘種，錄像帶1000餘種。84年最新科技電影及錄像帶2000餘種。

這次教材展銷會的籌備過程中，得到港澳及海外總代理：中外發展出版有限公司、聲像教材代理：羣新出版廣告有限公司，《新華日報》、《羣衆周刊》史學會、中國圖書進出口公司、北京新華書店、深圳新華書店、深圳振興醫藥圖書出版企業有限公司、衛生出版社、新華大學出版社、清華大學圖刊社等單位的熱情支持和幫助，使工作能順利進行，對此我們深表感謝。

由於我們首次舉辦這樣大規模的教材展銷會，工作很重大，籌備時間倉促，缺點和差錯在所難免，誠懇歡迎多提批評和指正。

深圳大學文化科技服務公司
新華實業總公司
1984年6月

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6 天文、航天、航空	Astronomy, Astro-Aeronautics
7 地質、地球、海洋	Geology, Earth & Ocean Science
8 化學工程	Chemical Engineering
9 機械工程	Mechanical Engineering
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