

<<外贸英语信函写作>>

图书基本信息

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内容概要

《外贸英语信函写作》共分13个模块，除第一模块外，每个模块精选优秀信例作为“来函”，“点评”分析来信意图及其写作技巧，并以来信为背景提出回复要求，按照“参考结构”完成“回复”，从而构成一个完整的案例。

《外贸英语信函写作》以岗位技能养成为目标，突出写作训练，强调实用性。为了方便学习写作，《外贸英语信函写作》在剔除陈旧老套用语的基础上，大量收集了外贸信函写作中常用的术语、句型和语句，按照写作要点整理、归类，企望借此帮助学生最大限度地摆脱由英语基础薄弱所造成的语言束缚。

《外贸英语信函写作》可作为高职高专商贸类相关专业的教材，也可作为企业在职人员的培训和自学用书。

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书籍目录

Module 1 Introduction (简介) Part The Structure of a Business Letter (外贸信函的结构) Part The Layout of a Business Letter (外贸信函的格式) Part Business Letter-Writing (商业书信的撰写) Part Sentences (常用语句) Part Linkage (知识链接) Module 2 Establishing Business Relations (建立外贸关系) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 3 Promotion (促销) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 4 Enquiries and Quotations (询价与报价) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 5 Offers and Counteroffers (报盘与还盘) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 6 Order (订单) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 7 Payment (支付) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 8 Credit (信用证) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 9 Packing (包装) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 10 Insurance (保险) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 11 Shipment (装运) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 12 Complaints and Claims (抱怨与索赔) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) Module 13 Agency (代理) Part Writing Techniques (写作技巧) Part Received Letters & Replies (来函与回复) Case 1 (案例一) Case 2 (案例二) Part English for Reference (参考英语) Part Practical Writing (应用写作) Part Linkage (知识链接) References (参考文献)

章节摘录

In reply to your letter of 31 August, 2009 inquiring about the packing of our Trip Scissors (旅行剪刀), we state as follows: Our export Trip Scissors are packed in boxes of one dozen each, 100 boxes to a carton. The dimensions of the carton are as follows: 17 cm high, 30 cm wide and 50 cm long with a volume (体积) of about 0.026 cubic meters. The gross weight is 23.5 kg. The net weight is 22.5 kg. As to the shipping marks outside the carton, in addition to the gross, net weight and tare, the words "MADE IN THE PEOPLES REPUBLIC OF CHINA" is also stenciled on the package. Should you have any special preference in this respect, please let us know and we will meet your need to the best of our ability. We would like to take this opportunity to inform you that we used to pack our scissors in wooden cases but after several trial shipments in carton packing, we found our cartons were as seaworthy (适合海运的) as wooden cases. Additionally, cartons are less expensive, lighter and cost lower freight. Recently, there has been a huge demand from our clients for carton packing to wooden case packing. We believe that you will agree this method of packing will be more profitable and cost-efficient for your company.

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