

<<现代国际商务函电>>

图书基本信息

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内容概要

本书从实用角度出发，重点介绍了企业在现代国际商务活动中与国外企业进行业务沟通时撰写各类英文商务信函的方法与技巧，同时也介绍了一些最新的国际商务营销知识及商务会话。

书中内容涉及了国外市场调研分析、营销策划、企业经营活动组织管理、客户关系建立与管理、商务活动中的各类业务沟通、对外贸易业务中各环节的信函往来等内容。

特别是在外贸业务方面，本书内容包含了客户联络、交易磋商、报价还盘、签订合同、组织货源、包装储运、报验投保、国际结算、索赔理赔等各个环节里的大量实用性信函范例，企业可根据自身情况在实际业务中参考使用。

除此之外，本书还收录了招聘应聘、推荐信、介绍信、邀请函、个人简历、贺喜致丧等各类特殊应用文。

本书适用于高校国际贸易专业教学和企业相关人员的业务技能培训。

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