

<<商务英语函电>>

图书基本信息

书名：<<商务英语函电>>

13位ISBN编号：9787115288172

10位ISBN编号：7115288178

出版时间：2013-1

出版时间：人民邮电出版社

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页数：198

字数：303000

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内容概要

为培养高职高专学生的职业能力和技能，本书遵循实用性、可操作性原则，结合外经贸业务的特点，选材力求实用、新颖。

全书分为6个项目，共14个单元。

项目一介绍商务英语函电的基本写作要素及如何建立业务关系；项目二介绍价格谈判，包括询盘、报盘、还盘和受盘；项目三介绍合同签订；项目四介绍付款方式；项目五介绍合同履行；项目六介绍后续管理，包括申诉与理赔，以及解决商事争端。

每个单元末尾都附有适量的练习题和综合实训题，以帮助学生巩固所学内容。

本书最后还配有总复习题，以便读者在完成本书学习后进行自我检测。

本书提供电子课件、教学大纲、习题集及参考答案、模拟试卷等配套资料，索取方式参见“配套资料索取说明”，本书还有配套的精品课程网站，供读者学习时参考。

本书适合高职高专商务英语专业、国际贸易专业、国际商务专业、涉外文秘专业等学生使用，也可供从事国际商事工作的人员参考使用。

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配套资料索取说明

编辑推荐

《21世纪高职高专财经类规划教材：商务英语函电》具有以下特色：内容取材于近年来的真实商务信函，有一定趣味性；形式上角色扮演导入分析，练习多样化；结构上重点突出、注重知识的巩固。

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