

<<商务英语口语与写作>>

图书基本信息

书名：<<商务英语口语与写作>>

13位ISBN编号：9787118060270

10位ISBN编号：7118060275

出版时间：2009-1

出版时间：国防工业出版社

作者：张启途 主编

页数：220

字数：370000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务英语口语与写作>>

内容概要

全书共分11单元，涉及整个贸易流程中最重要的内容，分别为商务英语交际，建立业务关系，询盘及回复，报盘、还盘和接受，合同，价格和佣金，付款，装运，包装，保险，申诉与索赔。

每个单元又分为案例背景、口语对话、函电写作、深化阅读、仿真实训、综合练习等模块。

该书整合商务英语口语、商务英语写作两大基本商务交际课程，突出工学结合、任务驱动教学要求，结合仿真商务案例，就一个业务内容从两个不同角度训练学生的说和写两种不同商务交际能力。

编者总结多年成功互联网贸易经验和教学经验，通过真实工作案例，组织教材编写，教材语言通俗易懂，内容新颖、实用(如需电子教案，请发邮件至Lyzhang@ndip.cn索取)。

本书可供本科及高职高专院校商务英语专业、经贸专业、电子商务专业学生及相关专业学生、商贸行业培训学生及贸易从业人员、自学者使用。

书籍目录

Unit 1 Business English Communication Section 1 Business English Speaking 1. Brief Introduction to Business English Speaking 2. How to Practice Spoken English? Section 2 Business English Letter Writing 1. The Structure and Layout of Business English Letters 2. The Principles of Business English Letter Writing Section 3 Modern Communication Tools 1. E-mail 2. Online Chatting Tool: TradeManager Translation of Sections Real Practice Exercises

Unit 2 Establishing Business Relationships Background Section 1 Speaking: Invitation to Canton Fair Section 2 Writing 1. Establishing Business Relationships 2. Sales Promotion Translation of Sections Reading: Establish Relations through Alibaba.com Real Practice Exercises

Unit 3 Inquiries and Replies Background Section 1 Speaking: Inquiry for QQ Kite Section 2 Writing 1. General Inquiry 2. Specific Inquiry Translation of Sections Reading: Inquiry and Response Letters of Garlic Real Practice Exercises

Unit 4 Offers, Counter-offers and Acceptance Background Section 1 Speaking: Bargaining Section 2 Writing 1. Offer 2. Counter Offer 3. Counter-counter Offer 4. Acceptance and Order Translation of Sections Reading: Firm Offer and Counter Offer for Ladies' Pajamas Real Practice Exercises

Unit 5 Contracts Background Section 1 Speaking: Signing the Contract Section 2 Writing 1. Drafting the Contract 2. Response to Drafting the Contract Section 3 Specimen Contract Translation of Sections Reading: Performance of Contract--Shipment Real Practice Exercises

Unit 6 Price and Commission Background Section 1 Speaking: Price Negotiation Section 2 Writing 1. Price Inquiry 2. Asking for Commission Translation of Sections Reading: Asking for a Discount Real Practice Exercises

Unit 7 Payment Background Section 1 Speaking: Payment Negotiation Section 2 Writing 1. Urging Establishment of L/C 2. Amendments of L/C Translation of Sections Reading: Asking for Extension of L/C Real Practice Exercises

Unit 8 Shipment Background Section 1 Speaking: Talking about Shipment Section 2 Writing 1. Mode of Transportation 2. Date of Delivery Translation of Sections Reading: Asking to Allow Partial Shipment Real Practice Exercises

Unit 9 Packing Background Section 1 Speaking: Packing of Silk Garment Section 2 Writing 1. Ways of Packing 2. Packing of Garlic Powder Translation of Sections Reading: Packing Fragile Goods Real Practice Exercises

Unit 10 Insurance Background Section 1 Speaking: Talking about Insurance Section 2 Writing 1. Asking to Cover FPA 2. Cover All Risks and War Risks Translation of Sections Reading: Amendment of Insurance Term in the L/C Real Practice Exercises

Unit 11 Complaints and Claims Background Section 1 Speaking: Claim for Short Weight Section 2 Writing 1. Claims for Inferior Quality 2. Claims for Short Delivery Translation of Sections Reading: Claims for Improper Packing Real Practice Exercises

Appendixes
Appendix Key to Exercises Appendix Classified Expressions of Business English
References

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>