

<<国际商务英语>>

图书基本信息

书名：<<国际商务英语>>

13位ISBN编号：9787302116820

10位ISBN编号：7302116822

出版时间：2006-1

出版时间：清华大学出版社

作者：火树钰

页数：256

字数：395000

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>

<<国际商务英语>>

内容概要

本书一改以往商务英语教材中电报、电传占较大篇幅的特点，并增加了传真和电子邮件的内容。另外，本书按照外贸业务涉及各个主要环节的先后顺序编排专题和各个章节，内容实用、全面。书后还附有各个章节的练习答案、外贸英语口语试题以及外贸英语试题，可供学生自我测试和学习。本书可供外贸专业的学生使用，也可供外贸、经贸实务工作者及自学人员参考。

## 书籍目录

Chapter 1 Basic Knowledge of Business Letter Writing 商务书信写作基础知识	. Structure of Business Letters
. The Ways of Using the Writing Parts and Their Standardized Designs	Chapter 2 Business Writing and Envelope Addressing 商务书信和开信封
. The Language Characteristics of Business Writing	. The Styles of Business Letters
. Ways of Envelope Addressing and Their Standardized Designs	Chapter 3 Establishing Business Relations 建立业务关系
. Establishing Import and Export Business Relation	. Establishing Compensation Trade Relations
. Establishing Products Consigning Relations	. Establishing Sole Agency Relations
. Establishing Bartering Relations	Chapter 4 Inquiry, Quotation and Counter-offer 询盘、报盘及还盘
. Inquiry	. Firm offer
. Non-firm Offer	. Counter-offer
. Declining the Counter-offer	Chapter 5 Placing Orders 订货
. Placing an Order for Men's Shirts on the Basis of Samples	. Buying the Exhibits at the Close of the Exhibition
. Declining An Order Placed for Medical Apparatus Type XXX	. Confirming the Order for Steel Pipes Type XXX
. Urging Delivery of the Order for Quilting Frame	Chapter 6 Letter of Credit 信用证
. Advising the Establishment of L/C	. Urging the Establishment of L/C
. Checking the L/C and Requesting Amendments to L/C	. Granting Amendment to L/C
. Requesting Extension of L/C	. L/C Checking and L/C Amending
Chapter 7 Shipment 装运	. Urging the Delivery of the Goods
. Shipping Advice	. Booking Necessary Shipping Space in Advance
. Shipment Packing and Shipping Marking	. Non-delivery of the Metal Box Containing Tool Kit and Accessories
Chapter 8 Payment Effecting 付款	. Urging Shipment
. Asking for Cash Payment	. Accepting the Installment Payments
. Negotiating Payment Documents	. Asking for Deferring Payment
Chapter 9 Insurance 保险	. Inquiring about Insurance Information
. Answering to the Inquiry about Insurance Information	. Offering Insurance Coverage
. Claiming on Poor Quality	. Settling the Claim
Chapter 10 International Tendering 国际招标	. Calling for Tenders
. Sending the Application for Bidding	. Accepting the Tender
. Letter of Guarantee for Bid Bond	. Qualification Document
Chapter 11 Invitation 邀请函	. Informing the Visiting Intention
. Sending the Invitation Letter	. Sending the Delegation Composition List
. Itineraries and Programs	. Invitation Card
Chapter 12 Resume and Job-application Form 简历与求职表	. Resumes and Job-application Letters
. A Resume Written in Items	. Hunting for a Provisional Job
. Hunting for a New Job	Chapter 13 E-mail, Fax, E-commerce and EDI 电子邮件、传真、电子商务及电子数据交换
. E-mail	. Fax
Chapter 14 Specimens of Documents in International Trade 外贸英语单证	. Bill of Lading
168	. Insurance Policy (Certificate)
. Draft (Bill of Exchange)	. Certificate of Origin
. Shipping Note	. Invoice
. Packing List	. Commercial Invoice
Chapter 15 Contract 合同	. The Contents, and Language Characteristics of the Contract
. The Style and the Characteristics of the Contract Language	. Kinds of Standard Contracts
. The Ways of Preparing the English Sales Contracts for the transactions	. Contract for Processing with Supplied Materials and Assembling with Supplied Parts
. Compensation Trade Contract	. Exclusive Agency Agreement
. Joint Venture Contract	附录1 2000年外贸英语口语试题
A卷	B卷
C卷	D卷
E卷	附录2 2001年外贸英语口语试题
A卷	B卷
C卷	D卷
E卷	附录3 2002年外贸英语口语试题
A卷	B卷
C卷	D卷
E卷	附录4 练习答案

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>