

<<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：9787302189404

10位ISBN编号：7302189404

出版时间：2009-1

出版时间：清华大学出版社

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页数：346

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前言

本书最早出版于2006年元月，按照外贸的环节和顺序，以及外贸书信实例进行编写，既介绍了外贸业务中的各个环节，也提出了商务英语的重点和难点，做到理论和实际兼顾。至今本书已重印了七次，而且收到了一定的教学效果，但在教学实践中仍感到由于篇幅的限制，一些有关商务英语方面的知识及要点还叙述得不够，对于没有学习过国际贸易实务的读者来说具有一定的困难，通过在课堂上抄笔记或口头讲解都不便于教与学。

所以编者决定对本书进行改版，对每一章的理论知识部分进行了加强，使读者在中英文的阅读和理解方面得到更为丰富的认识和提高，尤其在某些章节突出了重点内容，并进行补充说明，使读者在阅读本书后能够较为迅速地成长为具有实际能力的商务人才。

本书对询盘、报盘、还盘信的写法，信用证的审核，支付的方法与工具，FOB及CIF的术语变形，以及E-mail和合同的语言特点等也进行了较为丰富的补充。

希望读者在学习本书后在商务专业及商务英语两方面都会提高一个层次。

此次改版由于对知识面的大幅度增加和补充，充分做到了理解和实际操作相结合，再加上每封实用书信的语言结构本来就有一定的深度和难度，所以在新版的结尾增添了商务英语汉译英强化训练400题，以使读者在商务英语的汉译英方面有所提高。

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内容概要

以往商务英语教材中电报、电传占较大篇幅，现在电报电传已淘汰不用，故本书删除了电报电传的内容，增加了电邮、传真、电子邮件、电子商务、电子数据交换等篇幅。

另外，本书按照外贸业务中涉及各个主要环节的先后顺序来编排各个专题和章节，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。

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