

<<国际商务英语与函电>>

图书基本信息

书名：<<国际商务英语与函电>>

13位ISBN编号：9787302251859

10位ISBN编号：7302251851

出版时间：2011-4

出版时间：清华大学出版社

作者：林涛，姜丽 等编著

页数：304

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>

<<国际商务英语与函电>>

内容概要

《国际商务英语与函电》包含国际商务的一些最新知识，着重介绍国际商务业务过程中对外英文函电的写作，包括：商业书信的写作要求，建立贸易关系，促销，询盘与回复，报价、发盘和还盘，订单、销售合同及履行，支付条款，保险，装运，抱怨与调停，进出口贸易与补偿贸易，对外直接投资与合资企业等章节。

《国际商务英语与函电》比以往的外贸英文函电教材范围更广，内容更新；同时主要章节都配套英文对话，有助于读者在学习国际商务英语函电写作的同时，提高专业英语的口头表达能力。

《国际商务英语与函电》可作为国际商务和国际贸易专业的核心课程双语教材。书中很多案例和相关单据都是根据作者十几年国际贸易实践工作的第一手资料进行改编的，时效性强，贴近业务实践，对实践具有指导意义，是从事国际商务业务工作者珍贵的参考材料。

《国际商务英语与函电》在重要章节还附有练习，有助于学生巩固所学章节内容，也方便教师教学参考。

<<国际商务英语与函电>>

书籍目录

《国际商务英语与函电》

unit one global economy and market globalization
globalization of markets
phases of globalization
dimensions of market globalization
drivers of market globalization
firm-level consequences of market
globalization: internationalization of the firm ' s value chain
china in global economy
vocabulary
unit two international business
introduction
activities in international business
the nature of international trade
the nature of international investment
services trade as normal products
how does international business differ from domestic
business?
the four risks in internationalization
who participates in international business?
why should you study international business?
.facilitator of the global economy and interconnectedness
contributor to national economy
a competitive advantage
for the firm
a competitive advantage for you
vocabulary
unit three business letter writing
writing principles of business letters
layout of business letters
letter forms
semi-indented letter style
blocked letter style
addressing envelopes
words and expressions commonly used in foreign trade
unit four establishing business relations
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
case study
exercises
unit five sales promotion

<<国际商务英语与函电>>

specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
exercises
unit six enquiries and replies
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
case study
exercises
unit seven quotations, offers and counter-offers
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
case study
exercises
unit eight orders and their fulfilment, and sales contracts
i. the buyer ' s obligations
ii. the seller ' s obligations
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
case study
exercises
unit nine terms of payment
means of payment in international trade
bill of exchange
promissory note
cheque (check)
modes of international payment
remittance
collection
letter of credit (l/c)
specimen letters
vocabulary

<<国际商务英语与函电>>

words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
exercises
unit ten insurance
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
exercises
unit eleven shipment
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
exercises
unit twelve complaints and adjustments
specimen letters
vocabulary
words and expressions commonly used in foreign trade
preposition
business conversations
useful expressions
exercises
unit thirteen exporting, importing and countertrade
exporting
advantages of exporting
disadvantages of exporting
procedures of exporting
a systematic approach to
exporting
importing
procedures of import
countertrade
vocabulary
unit fourteen foreign direct investment and collaborative
ventures
trends in foreign direct investment
and collaborative ventures
motives for foreign direct investment (fdi) and collaborative
ventures
market-seeking motives

<<国际商务英语与函电>>

resource or asset-seeking motives
efficiency-seeking motives
foreign direct investment
key features of fdi
factors to consider in
selecting fdi locations
the nature of ownership in fdi
international collaborative ventures
equity joint ventures
project-based, non-equity ventures
differences between these two
types of collaborative ventures
managing collaborative ventures
understand potential risks in
collaboration
pursue a systematic process for partnering
ensure success with collaborative ventures
success factors in collaborative ventures
the experience of retailers in foreign markets
challenges of international retailing
international retailing success factors
vocabulary
unit fifteen e-commerce
reasons for the fast development
of e-commerce
role of intermediary in e-commerce
two modes of e-commerce
how to start e-commerce
barriers to e-commerce development
vocabulary
appendix 1 the uniform customs and practice for documentary
credits, 2007 revision, icc (publication no. 600)
appendix 2 documents
中国人民保险公司
中华人民共和国海关出口货物报关单
出口货物订舱委托书
bill of lading
中华人民共和国上海进出口
商品检验局
commercial invoice
海运出口货物投保单
sales confirmation
packing list
主要参考书目

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>