

<<国际商贸实践>>

图书基本信息

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前言

Preface Opportunities for careers in International Business have increased tremendously especially since China joined the World Trade Organization. As a result , the need for current knowledge about international business practice and terminology is crucial. Although there are many reference books available , some are published abroad and therefore can be very difficult to understand , while those published in China lack the necessary international business terminology and expressions in English. A Series of New Century International Business , edited by Professor WENG Fengxiang , solves these problems. The series consists of four books written in simple English , but it also includes explanations of the more difficult points written in Chinese. Readers are sure to benefit from his explanations of English international business expressions. Professor WENG makes a great contribution to the teaching and learning of international business. Professor WENG Fengxiang , having worked as a consultant for international companies , is very experienced in current international business practice. Currently , he is an Associate Professor of International Business at Shanghai Maritime University. As well as teaching International Business English , Professor WENG also teaches International Trade and International Payments. As a leading expert in his discipline , Professor WENG is among the supervisors of International Business Translation postgraduates. Having conducted academic research in the UK , he has been invited to be a Guest Professor at the Business School of University of Central England , Birmingham.

Professor WENG is the author of a number of books on International Business English. Changes in international business happen quickly , and keeping up with international issues and their impact on international business can be difficult. The series addresses both the instructors' and the students' needs for current information. I highly recommend the series to the International Business and Business English learners. Han Zhonghua (韩忠华)
Professor of English & Translation Shanghai Maritime University January 28 , 2004

内容概要

Opportunities for careers in International Business have increased tremendously especially since China joined the World Trade Organization. As a result , the need for current knowledge about international business practice and terminology is crucial. Although there are many reference books available , some are published abroad and therefore can be very difficult to understand , while those published in China lack the necessary international business terminology and expressions in English. A Series of New Century International Business , edited by Professor WENC Fengxiang , solves these problems. The series consists of four books written in simple English , but it also includes explanations of the more difficult points written in Chinese. Readers are sure to benefit from his explanations of English international business expressions. Professor WENG makes a great contribution to the teaching and learning of international business.

书籍目录

Chapter 1 General Survey of International Trade
 1.1 What Is International Trade?
 1.2 International Business and International Trade
 1.3 How Did International Trade Start?
 1.4 The Benefits, Structure of, and Reasons for International Trade
 1.4.1 The Benefits of International Trade
 1.4.2 The Structure of International Trade
 1.4.3 The Reasons for International Trade
 1.5 International Trade in the Framework of the World Economy
 1.6 Balance of Payments
 1.7 International Trade Theories
 1.7.1 Mercantilism
 1.7.2 Theory of Absolute Advantage
 1.7.3 Theory of Comparative Advantages
 1.7.4 New Theories
 1.8 International Trade and the World Trade Organization (WTO)
 1.8.1 GATT and WTO
 1.8.2 Differences Between GATT and WTO
 1.8.3 China and WTO
 1.9 Free Trade Area and Free Trade Zone
 1.9.1 Free Trade Area
 1.9.2 Free Trade Zone
 1.10 The Triad
 1.10.1 The NAFTA
 1.10.2 The EU
 1.10.3 Japan
 1.11 International Trade Barriers
 1.11.1 The Reasons for Trade Barriers
 1.11.2 Commonly-used Barriers
 1.11.3 Tariffs
 1.11.4 Non-tariff Barriers
 1.12 Globalization
 1.12.1 The Development of Globalization
 1.12.2 The Definition of Globalization
 1.12.3 The Causes of Globalization
 1.12.4 The Present Status of Globalization
 1.13 Risks in International Trade
 1.13.1 Market Risk
 1.13.2 Payment Risk
 1.13.3 Foreign Exchange Risk
 1.13.4 Political Risk
 1.13.5 Geographic Risk
 1.13.6 Inflation and Interest Rate Risks
 1.14 Foreign Investment
 1.14.1 Foreign Direct Investment (FDI)
 1.14.2 Portfolio Investment (PI)
 1.14.3 FDI in China
 1.15 Multinational Enterprises (MNEs)
 1.15.1 Characteristics of MNEs
 1.15.2 The Reasons Why Firms Become MNEs
 1.16 China in the International Trade Arena
 1.16.1 The Development of China's International Trade.....
 Chapter 2 Some Organizations Related to International
 Chapter 3 Export of Goods (I)
 Chapter 4 Export of Goods (II)
 Chapter 5 Export of Goods (III)
 Chapter 6 Services in International Trade
 Chapter 7 Import
 Chapter 8 International Trade Laws, Rules and Regulations
 Chapter 9 ICC Incoterms 2000
 Chapter 10 International Payments
 Chapter 11 Other Modes and Respects of International Trade
 Chapter 12 Documentation of Export
 Chapter 13 Electronic-commerce and International Trade
 Appendix Samples of Export Documentation

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