

<<外贸英语函电>>

图书基本信息

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内容概要

《外贸英语函电》依据国际贸易通行惯例，就商务书信格式、商务关系的建立、询价与回复、报盘与还盘、促销、订购与确认、包装、运输、付款方式、保险、代理、投诉与处理、电子信函以及贸易形式等14个方面的内容编写而成。

全书体例安排新颖，语言简洁规范，通过大量的技能训练把基础英语技能和外贸英语知识有机地结合起来，使学生具备较强的撰写国际商务英语书信的能力，实用性、针对性强。

本书适合作为国际经济贸易、国际商务英语等专业的本科、高职高专，以及成人教育的教学用书，也可作为公司、企业在第一线处理商务信息的人士参考使用。

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