

<<外贸英语函电>>

图书基本信息

书名：<<外贸英语函电>>

13位ISBN编号：9787309072778

10位ISBN编号：7309072774

出版时间：2010-6

出版时间：复旦大学出版社

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页数：353

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前言

现代经济发展的实践表明，国际贸易是经济增长的强大推动力。

第二次世界大战后，国际贸易的迅速发展在全球范围内引起了国际分工体系的革命性变革和福利分配格局的重组，极大地促进了经济增长。

中国实行改革开放和加入世界贸易组织，加速了对外开放的步伐，外贸业务增长迅速，对外贸易对经济增长的贡献度不断提高，市场对外贸人才的需求急剧增加。

为了适应国际经济理论的创新与拓展以及外贸业务发展的需要，加快培养出更多掌握经济学理论知识、具有良好的外语基础、熟悉WTO的游戏规则、了解国际惯例、熟悉国际市场运作规则、具有浓厚的国际意识、掌握具体操作能力的国际经济与贸易专业应用型人才，必须从国际经济与贸易专业的课程体系、课程内容、教学方法、教材编写等方面进行探索和创新。

“复旦卓越·21世纪国际经济与贸易专业教材新系”教材编委会精心策划，在总结过去教材建设经验的基础上，结合应用型本科教育的特点，借鉴国内外经验做法，经过反复研究论证和撰写，推出了“复旦卓越·21世纪国际经济与贸易专业教材新系”。

这套系列教材包括《国际结算》、《国际贸易》、《国际外贸实务》、《国际运输与保险》、《WTO规则与运作》、《外贸英语函电》、《国际商法》、《国际服务贸易》、《报关实务》、《进出口商品检验》、《国际商务谈判》、《国际贸易专业英语》等十几种。

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内容概要

《外贸英语函电》(第二版)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个方面进行商务英语信函应用能力的讲述。

修订后的教材体例安排新颖,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、针对性更强。

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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章节摘录

Gentlemen : (should always be in plural form) If the receiver is known to the writer personally, a less formal and warmer greeting is used as follows : Dear Ms. Bontoux, Dear Dr. Walter, The trend is towards "Ms. " as the courtesy title for all women regardless of their marital status. 5. Body of the Letter

The body of the letter, which contains the message you want to set across to the receiver, is the core of the letter. A good letter will not only get the business done but also promote good will. Thus, it should be carefully planned and messages should be stated and arranged logically. It is best, even for a short letter, to divide the body into at least two or three paragraphs, confining each paragraph to one topic. This step makes your text easier to read and presents your message more clearly. A typical plan for a three- paragraph letter would look like the following :

Paragraph one- Begin with information that catches the readers attention and refer to some need or interest of the reader, or refer to the previous correspondence if there is one. Put "you" into the letter. Paragraph two —— Bring in your involvement, or what service or information you have to offer. Put "you and I" into the letter. Paragraph three —— End the body of the letter with the action or idea that you want the reader to consider or with the results you would like to have.

编辑推荐

《外贸英语函电（第2版）》是在编委会精心策划、总结过去教材建设经验的基础上，借鉴国内外同类经验做法，经过反复研究论证推出的，具有“新、特、实、强”等特点。设计思路新颖，强调学以致用，突出“以学生为中心”的思想；力求创新写作体例和研究分析方法；观点内容着力体现前瞻性、动态性，并做到深度和广度适宜；课程体系体现涉外经济类专业特点，采用中文和英语相结合的办法，凸显双语教学特色；注重实践性、实用性、可操作性。编写教师阵容庞大，教学经验丰富，研究能力强。

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