

<<国际商务函电>>

图书基本信息

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内容概要

本书以项目为导向，以能力培养和训练为核心，从实际工作任务出发，按照工作过程展现了完整的对外交易磋商流程。

全书首先介绍了国际商务函电的格式和写作原则，其次从十一个方面展示了建立业务关系、询盘和答复、发盘和还盘、促销、达成交易、支付方式、包装、装运、保险、索赔和理赔、代理等交易磋商内容。

本书可作为高等学校国际商务类专业及相关经济贸易类专业的教材，还可作为国际商务工作者的参考书和自学用书。

同时本书的目标读者也可定位于“有志于或刚到外贸类公司工作以及工作了两年三年的青年业务员”。

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章节摘录

Dear Susan , My name is Peter Gushier and I am a professional copywriter and marketing consultant. I am contacting you because I can help you improve the pulling power of your advertising without increasing your advertising budget. Thats right. I am not asking you to spend more money on advertising. I am only asking you for an opportunity to enhance your current advertising so it produces better results. My specialty is fixing advertising campaigns that are producing lousy results. What I propose is that I review your current advertising (sales letters , website , display advertising , etc.) and show you how incorporating direct response strategies into your advertising will make it produce far more leads and sales without costing you a cent more than you are paying now. If you want your advertising program to generate more leads and sales , please give me a call today for a free , no-obligation quote (920) 471-]638. Or , ifyou prefer , email me at peter@geisheker , com. I look forward to hearing from you Susan.

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