

<<外贸函电>>

图书基本信息

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内容概要

本书为高等职业教育经济管理类专业规划教材。

本书共分11章，主要内容包括建立贸易关系、代理、询盘与回复、报价与出价、还价与接受、订单与销售合同、信用证与其他支付、包装与发货、保险、申诉与索赔、传真与电子邮件。内容丰富，结构清晰，实用性强。

本书可作为高等职业院校国际贸易专业的教材，也可作为成人函授教育或市场营销、国际商务、国际金融、文秘等相关专业教材，还可供相关技术人员参考。
本书由郭丙武主编，王辉、韦漫江副主编。

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