

<<商务英语函电>>

图书基本信息

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## <<商务英语函电>>

### 内容概要

《商务英语函电》立足于启发式教学，突出“教、学、做”一体的理念，按国际贸易的各个环节构建教学内容。

内容涉及商业书信的结构、建立业务关系、询盘发盘和还盘、成交、包装和装运、保险、支付方式、索赔和理赔等，共十一个教学单元。

每个单元包括：情景设置、范例学习、写作指导、课后练习、常用表达法和实训内容。

情景设置是为学习英文函电起到铺垫作用。

每课的课文后附有围绕所学课文中的短语和表达方法，读者通过反复练习加以巩固。

本教材的特色是每单元后面有实训练习，其中的很多材料来自外贸企业的真实案例，具有很强的实用性和综合性。

《商务英语函电》最后还附上了商务函电模板，以便读者在学习和工作中参考。

《商务英语函电》面向英语基础一般的读者，书本结构按照中文读者的思路展开，既是一本高职高专国际贸易、国际商务、商务英语等专业的教科书，也是一本对外经、外贸、外事及合资企业工作人员具有实用价值的工具书。

书籍目录

Chapter 1 The Introduction to Business Letter

Learning Objective

1.1 The Structure of a Business Letter

1.2 Styles of Layout

1.3 Envelope

Chapter 2 Establishing Business Relations

Learning Objective

Case 1

Case 2

Case 3

Chapter 3 Enquiry, Offer and Counter-offer

Learning Objective

Case 1

Case 2

Case 3

Case 4

Chapter 4 Enquires of and Amendment to L/C

Learning Objective

Case 1

Case 2

Case 3

Case 4

Chapter 5 Ways of Communication

Learning Objective

Case 1

Case 2

Case 3

Chapter 6 Sales Promotion

Learning Objective

Case 1

Case 2

Case 3

Chapter 7 Terms of Payment

Learning Objective

Case 1

Case 2

Case 3

Chapter 8 Packing

Learning Objective

Case 1

Case 2

Case 3

Chapter 9 Insurance

Learning Objective

Case 1

<<商务英语函电>>

Case 2

Case 3

Chapter 10 Shipment

Chapter 11 Claims & Settlements

Appendix 1 Key to the Exercises

Appendix 2 Business English Correspondence Common Template

## 章节摘录

Generally , the inside name and address should include some or all part of the following : the receiver' s name and title , company name , street address , city , state/ province , postcode and country. It appears on the left margin and usually starts two to four lines below the last line of the letterhead. ( 4 ) Attention Line

The attention line is used to name the specific individual whom the letter is address to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style. ( 5 ) Salutation

Two lines below the inside name and address of a letter is the salutation. The customary formal greeting in a business letter is " Dear Sir" or "Dear Madam" used for addressing one person ; and "Dear Sirs" , "Dear Mesdames" or "Gentlemen" for addressing two or more people. If the receiver is known to the writer personally , a warmer greeting such as "Dear Mr. Smith" is preferred. ....

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