

<<国际贸易英语教程>>

图书基本信息

书名：<<国际贸易英语教程>>

13位ISBN编号：9787560530505

10位ISBN编号：7560530508

出版时间：2009-3

出版时间：西安交通大学出版社

作者：许葵花 主编

页数：296

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<国际贸易英语教程>>

内容概要

《国际贸易英语教程》（第2版）主要由国际贸易概论和国际贸易实用操作两部分组成，是通俗国际贸易理论与国际贸易工作实践的结合。

该教材采用了大量来源于生活、工作中的国际贸易资料来阐明相应的国际贸易理论，理论中有实践，实践中又渗透出理论，充分展现了生活、工作中大量存在的国际贸易现象，从全新的角度分析了国际贸易的丰富内涵。

该教材用灵活多样的形式、地道的语言以及来源于生活、工作中的案例对国际贸易知识的普及以及解决工作中的实际问题将起到启迪及积极的推动作用。

本书适合国际贸易专业及其他专业的学生、与国际贸易相关的工作人员及需要此方面知识的人士使用。

书籍目录

Unit 1 International Trade Additional Reading The Importance of International Trade to Developing Countries
Unit 2 Trade in Services Additional Reading Services: infrastructure for economic growth
Unit 3 International Trade Policy Additional Reading World Attitudes Towards Trade and Protection
Unit 4 Forms of International Cooperation Between Corporations Additional Reading Why Do Firms Undertake Inter-firm Cooperative Agreements?
Unit 5 Foreign Direct Investments Additional Reading Multinationals and Direct Foreign Investment
Unit 6 International Trade Additional Reading Environmental Policy in the EU
Unit 7 Preparation, Market Research, and Marketing Sales Plan Additional Reading Landed Cost Estimation
Unit 8 International Transportation Additional Reading Packaging for Exporting
Unit 9 Insurance for Goods in Transit Additional Reading US Probing Iraqi Companies for Insurance Fraud
Unit 10 Better Exporting and Importing Additional Reading Checklist
Unit 11 Documents in International Trade Additional Reading Transport Documents
Unit 12 International Trade Arbitration Additional Reading Bias in Arbitration--Three Cases
Unit 13 Financing of International Trade Transmits Additional Reading Payment Methods
Unit 14 Licensing and Joint Ventures Additional Reading Intellectual Property Law and Licensing Opportunities in the PRC
Unit 15 Electronic Commerce Additional Reading E-Commerce Sees Rapid Growth
Appendix Reference Translation Appendix
Key to the Exercises Appendix Tapescripts Appendix I Glossa

<<国际贸易英语教程>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>