

<<现代国际商务函电>>

图书基本信息

书名：<<现代国际商务函电>>

13位ISBN编号：9787561823934

10位ISBN编号：7561823932

出版时间：2007-3

出版时间：天津大学

作者：杨晋

页数：275

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>

## <<现代国际商务函电>>

### 内容概要

本书讲授当今信息时代国际商务沟通的理念及其在具体涉外商务信函写作和沟通中的应用。结合典型国际商务和职业场合案例，系统讲解高效商务沟通的方式、技巧和信函写作。课文内容举一反三、实用性强。本书适用于双语教学、英语教学以及有一定英语基础的专业人士自学。

<<现代国际商务函电>>

书籍目录

Lesson One The Principles of Effective Business Communication  
1. Express ideas clearly  
2. Keep the message concise  
3. Adopt a reader-focused approach  
4. Get the right tone and style  
5. Have a good command of English  
6. Have a good command of business knowledge  
New Words and Phrases  
Notes  
Exercises  
Lesson Two Selection of Media  
1. Introduction  
2. Communication media  
3. Communication media  
4. Considerations in media selection  
Abbreviation for Internet Communication  
Smiley for Internet Communication  
New Words and Phrases  
Notes  
Exercises  
Lesson Three The Parts and Formats of Business Correspondence ( )  
1. Introduction  
2. Structure of business letters  
3. Format of business letters  
4. Example letters  
5. Format of envelopes  
New Words and Phrases  
Notes  
Exercises  
Lesson Four The Parts and Formats of Business Correspondence ( )  
1. Interoffice memorandum  
2. Fax  
3. E-mail  
4. Website  
.....  
Lesson Five Establishing Business Relations  
Lesson Six Status Inquiry  
Lesson Seven Product Inquiry and Reply  
Lesson Eight Offer and Counter-Offer  
Lesson Nine Order and Acceptance  
Lesson Ten Payment Terms  
Lesson Eleven Payment by Letter of Credit  
Lesson Twelve Packing and Shipping Mark  
Lesson Thirteen Shipment  
Lesson Fourteen Insurance  
Lesson Fifteen Complaints and Claims  
Lesson Sixteen Adjustment of Claims  
Lesson Seventeen Sales Promotion  
Lesson Eighteen Resume  
Lesson Nineteen Application Letter  
Lesson Twenty Business Contracts and Agreements  
Key to the Exercises  
Reference

<<现代国际商务函电>>

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>