

<<外贸英语函电>>

图书基本信息

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内容概要

随着我国加入世界贸易组织，我国与世界的交流与合作更加广泛。我国对外贸易的超常规发展，国外公司的大量进入及其本土化经营，使国际经贸人才的需求量剧增。面对这种新的形势，目前迫切需要解决的重要问题之一，就是要抓紧培养一批能够适应社会主义市场经济体制，既有国际经济贸易的理论基础和实际工作本领，又有从事对外经济贸易时撰写国际商务英语书信能力的人才。

《外贸英语函电》是为适应这一需求而编写的。

本书紧密结合我国外贸业务的实际，以“必需”、“够用”为原则，突出实用性和针对性。本书通过商务书信的写作、商务关系的建立、询价与回复、报盘与还盘、订单与确认、包装、装运、付款条件、保险以及抱怨与调整等十个方面的内容，系统训练学生撰写书信和处理信息的能力。本书在编排上通过正文说明、体例示范和课后习题的方式使讲练结合，易于学习和掌握。

书籍目录

Unit One Business Letter writing ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Two Establishing Business Relation ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Three Enquiries and Replies ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Four Offer and Counter offer ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ?Unit Five Orders and Acknowledgements ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises Unit Six Sales Promotion ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Seven Packing ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Eight Shipment ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Nine Terms of Payment ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Ten Insurance ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ??Unit Eleven Complaints & Adjustments ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ?Unit Twelve Forms of Trade ? Text ? Words and Expressions ? Notes ? Reference Expressions ? Words and Phrases Power Development ? Exercises ?Glossary ??Reference Answers to Exercises ??参考文献

章节摘录

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《外贸英语函电（第2版）》突出实训、立体化配套，本系列教材由具有丰富课堂教学经验和实践经验的教师编写，注重实训与技能操作，并配备练习题、课程PPT，是适合高职院校学生的具有针对性、立体化、特色性和示范性的精品教材。

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