

<<新编商务英语函电>>

图书基本信息

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内容概要

本书是“新体验商务英语系列教材”之一，全书共分14个单元，主要内容包括：外贸函电的文体、结构和原则，与对方建立商务关系函，询购函，答复函，报价函，订购与确认函，付款函，包装函，装运函，保险函，索赔投诉函，代理函等。

本书用英文编写。

所有信函文本均来自进出口实务的各个环节，同时文本的选择还兼顾了外贸函电的得体性。

本书所收录的信样较为详尽，信函种类丰富，新颖实用，写作风格多样，能让学生学到真实的函电写作技巧。

同时，本书对各种写作技巧的介绍也非常详尽，它们均采用国外较新的函电写作材料并体现了国内商务函电的写作特点。

此外，本书还对这些信函及文本的典型句型进行了提炼和总结，有利于学生更好地掌握和应用。

本书的主要读者对象为具有较好英语基础的经贸专业的学生和英语专业二、三年级的学生，也可用作外企白领阶层的自学参考用书。

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