

<<外贸英文函电>>

图书基本信息

书名：<<外贸英文函电>>

13位ISBN编号：9787811228687

10位ISBN编号：7811228688

出版时间：1970-1

出版时间：东北财经大学出版社有限责任公司

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页数：160

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前言

随着经济全球化步伐的加快,中国与世界各国的经贸往来日趋频繁,对从事外经贸业务的人才的需求日益旺盛,对外贸业务人才的素质要求也日益提高。

为此,我们特编写本书,目的就是提高高职高专学生从事外经贸业务的能力,从而培养既熟悉外贸实践,又有较高英语交际水平的技术应用型人才。

本书具有以下几个特点:1.以外贸业务活动中的工作任务分析为基本手段,针对进出口贸易活动顺序来设计教材内容(包括交易的准备阶段写作、交易的磋商阶段写作、合同的履行阶段写作、其他信函写作、综合写作技能训练等)。

根据《教育部关于全面提高高等职业教育教学质量的若干意见》(教高·[2006]16号)的精神,结合课程的特点,本书以职业工作过程为导向进行内容设计,使独立、离散的知识点得到有机串接,改变了理论教学与实践教学脱节的状况,实现了学科课程向工作体系课程的跨越。

这是本书与以往同类型教材的截然不同之处,也是本书的最大特色。

2.注重学生的参与性和实践性,强调与学生的互动和交流。

著名教育家蒙特梭利曾说过:“我听见的,我忘记了;我看到的,我理解了;我做过的,我记住了。”

多年的教学实践使我们深深地认识到了在职业教育教学过程中注重学生的参与性和实践性,强调与学生的互动和交流,以及“边学边练”的重要性。

所以,在教材的编写过程中,我们做到了合理取舍,精心编排,切实以真实的工作过程为载体设计教学内容,强化学生职业能力的培养。

为了培养学生的动手能力,本书在每一个任务项目中都安排了两个小栏目——“课堂讨论”、“写作实践”,这两个小栏目便于学生在学习典型样信之后归纳出写作要点,通过练习掌握写作技巧;在每一个任务项目后都配有写作训练案例,这样可以强化学生的写作能力。

为了强化学生的综合写作能力,本书的最后一个单元还安排了“综合技能训练”,从“交易的准备”、“交易的磋商”一直到“交易的履行”及日常的信函往来,对整个外贸业务信函往来过程进行了综合模拟设计。

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章节摘录

The effectuation of shipment signifies the seller's fulfillment of the obligation to make delivery of the goods. So far as foreign trade is concerned, shipment is mostly made by ocean vessels, tramp or liner. With the rapid development of international trade, transportation facilities have greatly improved to meet the demand. In practice, shipment involves such procedures as booking shipping space or chartering a ship, clearing the goods through the customs, completing shipping documents, dispatching shipping advice and shipping instruction.

Letters regarding shipment are usually written for the following purposes: to charter a ship, to urge an early shipment; to amend shipping terms; to give shipping advice and shipping instruction; to dispatch shipping documents and so on.

1. We should be glad if you could manage to ship the goods by s/s DONGFENG sailing from Shanghai on May 1".
2. We shall appreciate it if you will effect shipment as soon as possible, thus enabling our buyers to catch the brisk demand at the start of the season.
3. We hope that by the time you receive this letter, you will have the goods ready for shipment.

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