

<<国际商务函电>>

图书基本信息

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### 内容概要

《国际商务函电（第2版）》内容涵盖了书信结构，建立业务关系，询盘、报盘和还盘，成交，支付方式，包装，装运，保险，索赔和理赔以及代理，投资，加工装配贸易和补偿贸易等其它贸易方式。

在体例的安排上，该教材突出了技能培养。

每章每课之首，概括阐述了本章的主要教学内容、写作技巧。

全章课文学习结束后，又根据所学内容特别设计了“技能训练”，目的是为学生创造仿真的模拟情景和条件，加大语言训练的比重和力度。

通过技能训练加深学生对国际贸易业务环节的理解，提高其商务英语运用的技能、技巧水平，使学生初步具备国际商务谈判的能力。

## 书籍目录

Chapter Establishment of Business Relations Introduction Lesson 1 Seeking Business Opportunities Lesson 2 Establishing Business Relations Lesson 3 Skill Training Useful Expressions on Establishment of Business Relations Appendix The Layout of a Business Letter Chapter Status Inquiry Introduction Lesson 4 Status Inquiry and Reply Lesson 5 Skill Training Useful Expressions on Credit Inquiries Chapter Enquiries and Offers Introduction Lesson 6 A First Enquiry Lesson 7 A Specific Enquiry Lesson 8 A Firm Offer Lesson 9 A Non-Firm Offer Lesson 10 Skill Training Useful Expressions on Enquiries and Offers Chapter Counter-offers Introduction Lesson 11 A Counter-offer on Scooter Lesson 12 A Reply to a Counter-offer Lesson 13 Skill Training Useful Expressions on Counter-offers Chapter Conclusion Introduction Lesson 14 An Initial Order Lesson 15 A Repeat Order Lesson 16 Confirmation of an Order Lesson 17 Offering Substitute Lesson 18 Sending an S/C Lesson 19 Skill Training Useful Expressions on Conclusion of Business Appendix Specimen of Sales Confirmation Chapter Payment Introduction Lesson 20 Asking for Payment by T/T Lesson 21 Accepting D/P Payment Lesson 22 Declining D/A Payment Lesson 23 Urging Establishment of L/C Lesson 24 Amending L/C to Allow Partial Shipment or Transshipment Lesson 25 Asking for L/C Amendment Lesson 26 Asking for L/C Extension Lesson 27 Skill Training Useful Expressions on Payment Appendix Specimen of L/C Chapter Packing Introduction Lesson 28 Shipping Marks Lesson 29 Packing Instructions Lesson 30 Skill Training Useful Expressions on Packing Chapter Shipment Introduction Lesson 31 Urging Shipment Lesson 32 Shipping Advice Lesson 33 Transshipment and Partial Shipment Lesson 34 Skill Training Useful Expressions on Shipment Appendix Incoterms 2000 Chapter Insurance Introduction Lesson 35 Covering Insurance for the Buyer Lesson 36 Asking for Excessive Insurance Lesson 37 Skill Training Useful Expressions on Insurance Chapter Complaints and Claims Introduction Lesson 38 Claim for Damaged Goods Lesson 39 Settlement of Claim Lesson 40 Declining a Claim Lesson 41 Skill Training Useful Expressions on Complaints and Claims Appendix Inspection Procedures Chapter Agency Introduction Lesson 42 Intention of Granting Agency Lesson 43 Asking for Sole Agency Lesson 44 Declining a Request for Agency Useful Expressions on Agency Appendix .Compensation Trade .Processing Trade .Joint Venture .Invitation to Bid Useful Expressions on Agency , Compensation Trade , Processing & Assembling Trade , Joint Venture and Invitation to Bid

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