

<<国际商务函电辅导用书>>

图书基本信息

书名：<<国际商务函电辅导用书>>

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内容概要

随着世界经济的飞速发展，国际交流的广泛化和多样化的步伐不断加快，为了适应新形势的发展和用人单位对从业人员的要求，本课程要打破传统的外语教学理念，大胆改革以语言知识点为主要教学内容的教学目标为以培养具有较强的英语实用能力+扎实涉外专业知识的外语人才为主要目标，以适应我国加入WTO后对涉外人才的需求，使学生不仅懂得外贸英文函电的基本知识，并能熟练地加以运用。

本书的编写正是在上述前提下应运而生。

它是对外经济贸易大学出版社“新基点全国高职高专商务英语系列规划教材”之一。

编写中按照教育部《关于加强高职高专教育教材建设的若干意见》的要求，本着理论知识“必须、够用”为度、以“加强实践教学环节、注重学生职业能力培养”等宗旨，和“细化教学目标为应知、应会目标”的原则进行编写。

编写内容结构：本书参照外贸业务实际结合教学规律共分为4大模块15个单元，内容编排按照外贸业务操作步骤、由浅入深：模块一（M1）：商务函电知识；模块二（M2）：外贸洽谈业务；模块三（M3）：外贸合同执行；模块四（M4）：综合技能实训。

每个单元编写又具体分为5个模块环节：即重难点提示，商务背景链接，样信参考译文，课文练习答案，技能训练。

编写特色：（1）模块式编写，（2）应知知识与应会能力结合的学习目标（3）融英语语言能力运用与外贸业务知识和相关单证内容（4）时代性。

本书集知识性，实践性，趣味性于一体。

编写重点突出，内容新颖，简明扼要，科学有趣，易学易练。

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章节摘录

V. Business Letters Translation Skills Training. Dear Sir or Madam : Thank you for your letter of 20 December , 2008. We are disappointed to hear that our price for Dahu cigarette lighters is too high for you to work on. You mention that Japanese goods are being offered to you at a price approximately 10% lower than that quoted by us. We accept what you say , but we are of the opinion that the quality of the other makes does not measure up to that of our products. Although we are keen to do business with you , we regret that we cannot accept you counteroffer or even meet you half way. The best we can do is to reduce our previous quotation by 2%. We trust that this will meet with your approval We look forward to hearing from you. Yours faithfully ,

VI. Writing Skills Training. You are asked to write a letter to a foreign company to make a counteroffer. The letter should cover at least the following points : 1. Your desire to do the business with the seller 2. Your opinion on the price offered by the seller 3. Whats the acceptable price for your company ?

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