

<<商务英语>>

图书基本信息

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### 内容概要

本书共分16个单元，主要内容包括商务交流、商务信息、市场营销、谈判、询盘、报盘、还盘、递盘、反还盘、订货及订单执行、商务合同、支付、信用证、保险、索赔与理赔、包装、运输、代理、备忘录和公告等，结构清晰、内容丰富、适用性强。

本书可作为高等职业院校、高等专科学校、成人高等院校及本科院校下设的二级职业技术学院、继续教育学院和民办高校的管理、文秘、经济、商务英语、国际贸易及其他相关专业学生的教材，也可作为五年制高职院校、中等职业学校相关专业的教材，还可供社会相关从业人士参考使用。

## 书籍目录

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