

<<国际商务函电>>

图书基本信息

书名：<<国际商务函电>>

13位ISBN编号：9787030257451

10位ISBN编号：7030257456

出版时间：1970-1

出版时间：科学出版社

作者：阮绩智 编

页数：263

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## 前言

近年来,美国金融业出现波动,进而演变成世界性金融危机。

这次美、欧等发达经济体陷入金融危机,影响到了全球贸易的稳定运行,而且金融危机的爆发使得一些国家和地区转而采取更为保守的贸易政策,全球范围的贸易保护主义威胁增大,对我国的出口、投资、消费产生了一定的影响,这是我们必须面对的现实。

然而,我们也必须认识到国际贸易是国民经济的重要组成部分,它对我国现代化建设和全社会发展产生了巨大而深远的影响。

自改革开放以来,我国对外贸易的快速增长已取得了举世瞩目的成就。

随着我国加入WTO及区域性国际组织,我国的经济活动国际化趋势日渐明显,各企业的国际交流及贸易活动越来越多,熟悉国际交流与贸易规则及惯例、不断加强国际间的交流与合作,成为众多企业经营的重心,因而对国际经济贸易或商务管理人才的需求与日俱增。

中国出口产业总体竞争力仍然是比较强的,全球金融危机和经济下滑将催生新一轮国际产业的调整,这对于中国外贸企业来讲,既是很大的挑战,也是获得新发展的机遇。

2009年中国经济发展的内在动能依然充足,国民经济和金融体系的基本面是健康的。

随着调整和优化结构,统筹城乡发展将带来巨大和长期的投资与消费需求。

中国投资环境和基础设施不断改善,增长潜力很大,迄今为止外商对中国直接投资热情不减。

所以,从中长期看,中国外贸发展前景依然十分光明。

随着新一轮世界经济贸易的复苏,国际贸易专业人才将是市场经济中最紧缺的人才之一,随着我国改革开放的深入,国际贸易人才仍然是急需人才。

## <<国际商务函电>>

### 内容概要

《国际商务函电》按国际贸易业务各环节的顺序,就商务信函的基本知识、书信及电子信函格式、建立业务关系、询盘与答复、报盘与还盘、推销与连续推销、订单和确认、支付、包装、装运、保险、投诉与答复投诉等方面的内容编写而成。

全书体例安排新颖,语言简洁规范,体现了现代商务英语惯用的表达方式与最新的电子传送手段。各章练习部分的题型设计、训练内容等方面,紧扣章节主题、形式多样,有的放矢地针对学生常见错误,通过练习检查、复习和巩固所学的内容,并能够学以致用。

因此,与同类教材相比较,《国际商务函电》有其独特之处。

《国际商务函电》适用于具有一定英语基础的经贸类专业、商务英语专业和英语专业高年级学生,对于从事国际商务工作和有一定英语基础并有志从事国际商务工作的人员也是一本颇具实用性和参考性的商务英语写作指导用书。

## 书籍目录

Chapter 1 Business Letter Writing 1 . 1 Introduction 1 . 2 The Principles of Effective Business Writing 1 . 3 The Style and Tone of Business Letter Writing 1 . 4 Good-news Letters and Bad-news Letters Vocabulary & Notes Exercises Chapter 2 Business Letters, Faxes and E-mails 2 . 1 Introduction 2 . 2 Formats of Business Letters and Envelope Addressing 2 . 3 The Common Components of a Business Letter 2 . 4 Business Faxes and E-mails Vocabulary & Notes Exercises Chapter 3 Establishing Business Relations 3 . 1 Introduction 3 . 2 Specimen Letters 3 . 3 Writing Guidelines 3 . 4 Language Focus Vocabulary & Notes Exercise Chapter 4 Enquiries and Replies 4 . 1 Introduction 4 . 2 Specimen Letters 4 . 3 Writing Guidelines 4 . 4 Language Focus Vocabulary & Notes Exercises Chapter 5 Offers and Counter-offers 5 . 1 Introduction 5 . 2 Specimen Letters 5 . 3 Writing Guidelines 5 . 4 Language Focus Vocabulary & Notes Exercises Chapter 6 Sales Promotion and Follow-ups 6 . 1 Introduction 6 . 2 Specimen Letters 6 . 3 Writing Guidelines 6 . 4 Language Focus Vocabulary & Notes Exercises Chapter 7 Orders and Acknowledgements 7 . 1 Introduction 7 . 2 Specimen Letters 7 . 3 Writing Guidelines 7 . 4 Language Focus Vocabulary & Notes Exercises Chapter 8 Terms of Payment (I) 8 . 1 Introduction 8 . 2 Specimen Letters 8 . 3 Writing Guidelines 8 . 4 Language Focus Vocabulary & Notes Exercises Chapter 9 Terms of Payment (II) 9 . 1 Introduction——9 . 2 Specimen Letters 9 . 3 Writing Guidelines 9 . 4 Language Focus Vocabulary & Notes Exercises Chapter 10 Packing and Marking 10 . 1 Introduction 10 . 2 Specimen Letters 10 . 3 Writing Guidelines 10 . 4 Language Focus Vocabulary & Notes Exercises Chapter 11 Shipment 11 . 1 Introduction 11 . 2 Specimen Letters 11 . 3 Writing Guidelines 11 . 4 Language Focus Vocabulary & Notes Exercises Chapter 12 Cargo Transport Insurance 12 . 1 Introduction 12 . 2 Specimen Letters 12 . 3 Writing Guidelines 12 . 4 Language Focus Vocabulary & Notes Exercises Chapter 13 Complaints and Adjustments 13 . 1 Introduction 13 . 2 Specimen Letters 13 . 3 Writing Guidelines 13 . 4 Language Focus Vocabulary & Notes Exercises Key to Exercises References

### 章节摘录

Like any other letter, a good business letter should be complete, providing all the information and data necessary for a specific issue. If any necessary piece of information is lacking, the reader will have to ask you for clarification, which means that you will have to write another letter. It will not only waste time, energy and money, but also damage the image of your company. In order to verify the completeness of what you write, five "Ws" ( who, what, where, when and why ) and one "h" ( how ) should be considered. For example, if you write a letter of order, you should make it clear who wants to order, what is wanted, when and where the goods are to be delivered and how payment will be made. If you have some special requirements, you should explain the reason.

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>