

<<外贸商函>>

图书基本信息

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内容概要

《国际商务专业课程改革成果教材：外贸商函》是浙江省国际商务专业课程改革教材，由浙江省教育厅职成教教研室依据浙江省职业学校国际商务专业教学指导方案组织编写。

全书共分八个学习项目，分别是：建立贸易关系（Establish Trade Re-lations）、询盘（Enquiry）、报盘与还盘（Offer and Counter - Offer）、成交（Close the Deal）、保险（Insurance）、装运（Shipment）、付款（Pay-ment）、索赔与理赔（Claims and Settlement）。

《国际商务专业课程改革成果教材：外贸商函》可作为职业院校国际商务专业、商务英语专业和经贸类相关专业教材，也可作为在职人员自学用书及岗位培训教材。

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