

<<商务英语口语>>

图书基本信息

书名：<<商务英语口语>>

13位ISBN编号：9787111149651

10位ISBN编号：7111149653

出版时间：机械工业出版社

作者：隋晓冰 编

页数：183

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>

<<商务英语口语>>

内容概要

《商务英语口语》一书是针对当前高职高专广大学生的实际水平编写的。它以中国刚刚进入wto、对外商务活动如火如荼为经济背景，同时把中国作为商务活动的主战场。示范对话从机场迎接外宾开始，经过日常接待和各环节的业务谈判，到机场送行为止，对用英语进行商务活动中的基础知识、习惯用法、常用句型等进行了通俗易懂的阐述。本书共17单元、40余小节，包括示范对话、生词表、对话注释、课后练习等。全书题材新颖，内容充实，练习不拘一格，有较强的实践性和应用性。

本书可作为2年制和3年制高职高专院校的外贸、金融、经济管理、电子商务等专业外语课程的教材，也可以供有关专业及外贸商务人员参考。

书籍目录

前言unit 1 making new contact1.1 at customs1.2 meeting foreign guests at the airport1.3 on the way to the hotelunit 2 at the hotel2.1 checking in2.2 in the room2.3 looking around the hotelunit 3 dining at a restaurant3.1 inviting the guest3.2 welcome speech3.3 at the tableunit 4 sightseeing4.1 talking about weather4.2 visiting a factory4.3 company introductionunit 5 making phone calls5.1 try to make contact5.2 making first contact5.3 polite questionsunit 6 introduction of products6.1 general introduction6.2 a visit to a sample room6.3 talks on specificationsunit 7 enquiries and offers7.1 business enquiry7.2 enquiries and offersunit 8 on price8.1 a new offer8.2 bargaining.8.3 making comparisonunit 9 payment terms9.1 pay by l/c at sight9.2 propose to pay by l/c9.3 asking for easier payment termsunit 10 letter of credit10.1 the establishment of l/c10.2 amendment of l/c10.3 extension of l/cunit 11 packing and marking11.1 export packing11.2 labels11.3 container serviceunit 12 shipment and delivery12.1 on shipment12.2 the date of delivery12.3 late delivery12.4 non-deliveryunit 13 insurance13.1 insurance coverage13.2 a talk on insuranceunit 14 claims and settlement14.1 a claim case on quality deterioration14.2 settling a claimunit 15 agency15.1 discussing agency problem15.2 trying to get agency right15.3 discussing agency rightunit 16 conclusion of business16.1 conclusion of business16.2 signing a contractunit 17 parting17.1 seeing off at the airport17.2 saying goodbye on telephone参考文献

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>