<<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: 9787302219019

10位ISBN编号:730221901X

出版时间:2010-3

出版时间:清华大学出版社

作者:房玉靖编

页数:253

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

本书素材以商务材料为主,内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景, 以功能用途划分。

全书共设有16个单元,内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、商品的询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、签订合约、投诉索赔等方面。

本教材可以满足高职高专院校商务英语、国际贸易、国际商务等相关专业的大学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

<<商务英语口语>>

书籍目录

Unit 1 Office Work Background Information Learning Objectives Oral Workshop Language Focus Related Information Supplements for Reflections Unit 2 Business Travel **Extended Activities** Oral Workshop Background Information Learning Objectives Language Focus **Extended Activities** Related Information Supplements for Reflections Unit 3 Client Reception **Background Information** Learning Objectives Oral Workshop Language Focus Extended Activities Related Information Supplements for Reflections Unit 4 Companies and Products **Background Information** Learning **Extended Activities** Objectives Oral Workshop Language Focus Related Information Supplements for Reflections Unit 5 Marketing Language Background Information Learning Objectives Oral Workshop **Extended Activities** Related Information Supplements for Reflections Unit 6 Meetings Focus **Background Information** Learning Objectives Oral Workshop Language Focus **Extended Activities** Supplements for Reflections Unit 7 Recruitment Background Information Related Information **Objectives** Oral Workshop Language Focus **Extended Activities** Related Information Supplements for Reflections Unit 8 Trade Fairs Background Information Learning Objectives Oral Workshop Language Focus **Extended Activities** Related Information Supplements for Reflections Unit 9 Enquiries and Offers Learning Objectives Oral Workshop Language Focus Background Information **Extended Activities** Related Information Supplements for Reflections Unit 10 Counter Offers and Orders Background Oral Workshop Language Focus Information Learning Objectives **Extended Activities** Supplements for Reflections Unit 11 Packing and Shipment **Background Information** Information Learning Objectives Oral Workshop Language Focus **Extended Activities** Related Information Supplements for Reflections Unit 12 Payment **Background Information** Learning Objectives **Extended Activities** Related Information Supplements for Reflections Unit Workshop Language Focus 13 Insurance Background Information Learning Objectives Oral Workshop Language Focus Supplements for Reflections Unit 14 Conclusion of Business **Extended Activities** Related Information Oral Workshop **Background Information** Learning Objectives Language Focus **Extended Activities** Supplements for Reflections Unit 15 Trademark, Patent, and Intellectual Property Rights **Related Information** Learning Objectives Oral Workshop Language Focus **Background Information Extended Activities Related Information** Supplements for Reflections Unit 16 Complaints, Claims and Settlement Background Information Learning Objectives Oral Workshop Language Focus **Extended Activities** Related Supplements for Reflections 参考文献 Information

<<商务英语口语>>

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