

<<外贸英语单证与函电>>

图书基本信息

书名：<<外贸英语单证与函电>>

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内容概要

《外贸英语单证与函电》共分14个单元。

其中第1 - 3单元分别系统地介绍了商务英语信函、电报、电传、传真及电子邮件写作的基本知识，第4 - 14单元则遵循外贸常规流程，依次介绍了建立业务关系、询盘、报盘、还盘和反还盘、订单、合同、装运、支付方式、保险、索赔、代理等内容。

每个单元都含有专题介绍、样函、实用语句和练习等5大组成部分。

《外贸英语单证与函电》可供高等院校商务英语专业、外贸英语专业、国际经济与贸易专业及其他相关专业师生使用，也可供社会读者参考。

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书籍目录

UNIT 1 Basic Knowledge of Business Letter . Definition and Functions of Business Letter . Significance of Business Letter . Structure of Business Letter . Styles of Business Letter . Layout of Envelope for Business Letter . Writing Principles of Business Letter . Exercises
UNIT 2 Telegram and Telex . Introduction . Samples . Exercises
UNIT 3 Fax and E mail . Introduction . Samples . Exercises
UNIT 4 Establishing Business Relations . Introduction . Specimen Letters . Useful Sentences . Exercises
UNIT 5 Enquiry . Introduction . Specimen Letters . Useful Sentences . Exercises
UNIT 6 Offer . Introduction . Specimen Letters . Useful Sentences . Exercises
UNIT 7 Counter offer and Counter counter offer . Introduction . Specimen Letters . Useful Sentences . Exercises
UNIT 8 Order . Introduction . Specimen Letters . Useful Sentences . Exercises
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UNIT 10 Shipment . Introduction . Specimen Letters . Useful Sentences . Exercises
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UNIT 12 Insurance . Introduction . Specimen Letters . Useful Sentences . Exercises
UNIT 13 Complaint and Claim . Introduction . Specimen Letters . Useful Sentences . Exercises
UNIT 14 Agency . Introduction . Specimen Letters . Useful Sentences . Exercises
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