

<<实用商务英语文函写作>>

图书基本信息

书名：<<实用商务英语文函写作>>

13位ISBN编号：9787502557157

10位ISBN编号：7502557156

出版时间：2004-8-1

出版时间：化学工业出版社

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页数：184

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前言

Preface People in business , whatever their titles are , spend a lot of their time each day exchanging information . calling sellers , presenting to superiors , trading gossip with peers . or writing and calling customers . Whenever there is an exchange , there is also the chance for misunderstanding and the transmission of incorrect information . Miscommunication is costly to business . It means wasted time and money . People who can express themselves well are given high evaluation and praise . This skill , the ability to communicate effectively , may bring good results in business for both the individual and the organization . The purpose of this book is to help people master the skill in letter writing . Writing good business letters is not very easy . Trying to string words together So they are clear and say what you mean is a true challenge . Writing good business letters can be learned , if you practice all the time until you are successful . Here we would like to thank Miss Wang Quanquan , Miss Wang Ning who gave US good suggestions on this book . We are grateful to My . Timothy Lerne who helped US all the way in language and editing , and also gave US some valuable suggestions on writing the book . Finally , We sincerely hope this book can help you a lot in writing business letters .

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内容概要

《实用商务英语文函写作》共分为三大部分：一般商务文书写作，包括备忘录、传真、各种便条、E-mail写作要点，实例及练习；商务英语信函写作基本要求，包括商务信函的结构，格式及写信的基本礼貌原则；具体商务信函写作，其中涉及建立业务关系、询问资信情况、询盘与报盘、还盘、订单与确认、支付方式、装运、保险、索赔与理赔、合同与修改信用证。

《实用商务英语文函写作》编写过程中，参阅了大量国内外最新文献及贸易实务知识，适合高职高专、专科院校非商务英语专业的学生以及广大有志于外经贸事业的人士学习使用。

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