

<<国际商务英语>>

图书基本信息

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## 内容概要

我国加入世界贸易组织后，对外贸易快速发展，规模日益扩大。2007年，中国进出口贸易总额占世界贸易总额的7.7%，居世界第3位，成为名副其实的对外贸易大国。

。经济贸易的发展亟须大量的、有一定英语能力的外贸综合型人才。

编写本书的目的在于使广大读者了解国际商务相关知识，掌握参与国际贸易必备的国际市场营销分析与国际贸易实务操作能力，具备一定对外贸易的谈判技巧。

本书虽然是针对国际贸易专业的学生而编写，但是由于内容具有普遍性，对参加自学考试的学生和其他从事或准备从事国际贸易的学生和人员来说，都非常有参考价值。

全书共分四部分。

第一部分是Introduction(绪论)，主要介绍了一些国际贸易活动中常见的国际知名银行和国际经济组织。

。第二部分是International Marketing(国际市场营销)，主要介绍了参与国际贸易必备的营销知识。

第三部分是Practice of International Business(国际贸易实务)，按国际贸易程序介绍了整个国际贸易谈判磋商过程。

第四部分是Business Contract Making(商务合同写作)，主要介绍商务合同及其写作。

每一部分都带有相关的阅读材料，供读者阅读，以提高阅读能力并扩大知识面；第一部分和第二部分还附加了一些Business Tips，为读者参与商务活动提供一定的技巧；第三部分增加了对话及口语的练习，以供读者提高口语及应用能力；第四部分插入了详细的机电设备进出口合同和知识产权许可合同文本，以供读者参阅。

本书是在编者多年来从事教学与研究及参与国际贸易实践活动的基础上写成的。

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Salesman : Thank you for your inquiry , Mr.Jones,Will you please tell me the quantity you require SO asto enable US to SOrt out offers ?

HenryJones : OK , 1willdothat.Couldyougivemeanindicationoftheprice ?

Salesman : Here are our latest FOB price sheets.All the prices inthe sheets are subject to ourfinal confirmation. Henry Jones : Forhowlongdoesyourquotationprice remainopen ?

Salesman : It ' Sopenforthreedays.WhenCanyoudecidethe size ofyourorder ?

Henry Jones : Thatwilldependonyourprice.Ifyourpriceisreasonable andI Cangetthe commissionIwant , we cananplaceanorderimmediately. Salesman : Inprinciple , Wedon ' t

allowanycommission.Butifyourorderislarge , we will take it into consideration.From the price sheets , you will find Our prices are very competitive.And heavyinquiries witness the quality ofour products.You know , the prices of materialshavegoneup sharply.Butthepricesofourproductshaven ' tchanged much. Henry Jones : I ' m very pleased to hear that.How long will it take you to deliver the goods ?

Salesman : Usually we deliver the goods within 3 months after receipt of the covering lettersoferexlit.

Henry Jones : Good.I Can ' t make the decision by myself.I will call my head office in Spain and consider the price carefully.Ifthey think the prices are favorable , we can place orderright away.1 will come back to you tomorrow.All right ?

Salesman : Right.See youtomorrow.

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