

<<商务沟通>>

图书基本信息

书名：<<商务沟通>>

13位ISBN编号：9787510306815

10位ISBN编号：7510306817

出版时间：2012-5

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>

## <<商务沟通>>

### 内容概要

《中国国际贸易学会十二五规划教材：商务沟通》将英语语言与国际商务专业知识相结合，根据外贸业务的主要环节和商务活动的特定情境，精心设计了国际商务参展、实地参观公司、商务宴请和观光、商品价格磋商、商品品质磋商、商品包装磋商、商品船期磋商、保险条款磋商、支付条款磋商、提前交货磋商、合同签订、代理事项磋商、合同善后索赔问题磋商等13个职场化的商务沟通场景。

## &lt;&lt;商务沟通&gt;&gt;

## 书籍目录

Unit 1 International Exhibition and Trade Getting started Lead-in The price is still on the high side Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 商务礼仪——如何正确使用名片 Appendix II 展览会介绍 Appendix III INTRODUCTION TO THE AUTUMN CANTON FAIR 2011 Unit 2 Vi Sit to a Company Getting started Lead-in The price is still on the high side Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同北欧人进行商务沟通？ Appendix II 国际商务着装须知 Unit 3 Business Dinner and Sightseeing Getting started Lead-in They all taste delicious Task Useful Expressio Discussion Our fi t place is the West Lake Assignment and Situational Role-play My Learning Files Appendix I 怎样同韩国人进行商务沟通？ Appendix II 中国菜肴常见刀法中英文对照 Appendix III 中国菜肴常见烹调法中英文对照 Appendix IV 西餐简介 Appendix V 饮料及酒类中英文对照 Unit 4 Price Getting started Lead-in The price is still on the high side Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同印度人进行商务沟通？ Appendix II 国际商务接待礼仪 Unit 5 Quality Getting started Lead-in Quality is of utmost importance Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同英国人进行商务沟通？ Appendix U 国际商务活动中的握手礼仪 Unit 6 Packing Getting started Lead-in Top products require top packing Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同加拿大人进行商务沟通？ Appendix II 国际商务活动中的交谈礼仪 Unit 7 Shipment Getting started Lead-in If you can advance the shipment Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同美国人进行商务沟通？ Appendix II 国际商务活动中的餐桌礼仪 Appendix IU 世界主要港口 Unit 8 I urance Getting started Lead-in What risks should be covered？ Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同阿拉伯人进行商务沟通？ Appendix II 国际商务活动中的电话礼仪 Appendix III 中国保险条款海运货物保险险别 Unit 9 Payment Getting started Lead-in Do you accept D / P？ Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同巴西人进行商务沟通？ Appendix II 国际商务活动中的拜访礼仪 Appendix III 国际贸易结算方式中英文对照 Unit 10 Delivery Getting started Lead-in We will try our best to speed up the delivery Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同法国人进行商务沟通？ Appendix II 国际商务活动中的谈判礼仪 Unit 11 Contract Getting started Lead-in Can we sign the contract today？ Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同德国人进行商务沟通？ Appendix II 国际商务活动中的签约礼仪 Appendix III 外销合同模版 Unit 12 Agency Getting started Lead-in The possibility of being your agency in Australia Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同澳大利亚人进行商务沟通？ Appendix II 国际商务活动中的送礼礼仪 Unit 13 Claim Getting started Lead-in But I have to inform you of bad news Task Useful Expressio Assignment and Situational Role-play My Learning Files Appendix I 怎样同日本人进行商务沟通？ Appendix II 国际商务活动中的进口索赔 References

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>