

<<国际商务函电>>

图书基本信息

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内容概要

《全国高职高专教育精品规划教材：国际商务函电》按照外贸业务的基本流程顺序编写，结构清晰，通过《全国高职高专教育精品规划教材·国际商务函电》的学习，既可以掌握英文函电写作知识，也可了解相应的外贸实务知识。

《全国高职高专教育精品规划教材·国际商务函电》内容简练，实用性强。

每章之首，概括本章学习目标，介绍与本章内容相关的必需的一些外贸基本常识，分析该环节函电的常见结构和写作方法。

样例也尽量考虑到外贸业务中可能遇到的各种情况，较具有代表性。

并且在课文后根据所学内容设计一些小提问，力求培养学生的阅读理解和表达能力。

同时每章都选取了一些常用的函电句型，以供学生学习和运用。

课后都配有适当的练习，特别是商务情景设计，让学生模拟写作，用于巩固学习内容。

考虑到现代化通信手段和电子商务的普遍使用，《全国高职高专教育精品规划教材：国际商务函电》介绍了在当前广泛应用电子邮件或传真条件下如何撰写国际商务信函，代替了国际商务活动中已很少使用的通信方式，如电报、电传。

为适应双语教学的需要和方便学生的学习，《全国高职高专教育精品规划教材：国际商务函电》的主要内容都采用了中英文对照的形式。

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