

<<外贸英语>>

图书基本信息

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内容概要

《外贸英语》为高等职业教育经济管理类专业规划教材。

本书按照“任务驱动，项目导向”教学模式的要求，注重学习与实际工作的一致性，以真实工作过程为依据，整合、序化了相关理论、技能和实训等内容，将外贸工作分成了由浅入深、前后连贯的12个学习性工作任务和一个实训项目。

本书编写体例包括导入、知识准备、技能训练、实训、语言库以及自我检测。

本书任务设计灵活多样、不拘一格。

合理又灵活的任务设计确保了以学生为中心的教学理念的实施。

学生在完成任务的过程中，通过各种各样的语言活动，自主的发现式进行学习，实现“在做中学”。

在此基础上，本书设置了实训项目，模拟整个外贸流程进行实际操作。

《外贸英语》可作为高职高专院校国际贸易、外贸英语、商务英语、国际商务等专业的教材，也可作为各相关企业在岗人员、各种外贸培训班学员及外贸英语自学人员学习使用。

<<外贸英语>>

书籍目录

前言

Unit 1 Applying for A Trading Clerk Job

- 1.1 Getting ready for the job
- 1.2 Applying
- 1.3 Interviews

Unit 2 Meeting Foreign Businessmen

- 2.1 First contact
- 2.2 Receiving visitors
- 2.3 Welcoming dinner
- 2.4 Introducing your company
- 2.5 Entertaining
- 2.6 Bidding farewell

Unit 3 Establishing Business Relations

- 3.1 Channels for seeking new customers
- 3.2 The Guangzhou Fair
- 3.3 The structure of a letter for establishing business

relations

Unit 4 Enquiry and Offer

- 4.1 Exchanging information
- 4.2 Making enquiry and offer
- 4.3 Counteroffer and acceptance
- 4.4 The writings for making inquiry and offer

Unit 5 Quality and quantity

- 5.1 Quality of commodities
- 5.2 Quality conflicts
- 5.3 Quantity of commodities

Unit 6 Price

- 6.1 Basic price components
- 6.2 Discount and commission
- 6.3 Bargaining

Unit 7 Payment

- 7.1 Instruments of payment
- 7.2 Letter of credit
- 7.3 Collection and remittance

Unit 8 Packing and Delivery

- 8.1 Packing of commodities and it's function
- 8.2 Packing types from the view of function
- 8.3 Marking of packing and delivery
- 8.4 Delivery ways of commodities

Unit 9 Contract

- 9.1 Business Contract
- 9.2 The Format of Typical Contract
- 9.3 Sales Contract
- 9.4 How to draft contracts

Unit 10 Insurance

<<外贸英语>>

- 10.1 Insurance and Its Types
- 10.2 Marine Insurance
- 10.3 History of insurance
- 10.4 Complexity of insurance policy
- Unit 11 Commodity Inspection
 - 11.1 Inspection of the quality, quantity and packing of commodities
 - 11.2 Time and place of inspection
 - 11.3 Inspection Institutions
 - 11.4 Inspection Certificate
- Unit 12 Dispute, Claims and Arbitration
 - 12.1 Disputes, Claims and arbitration
 - 12.2 Disputes
 - 12.3 Lodging and settling a claim
 - 12.4 Arbitration place, arbitration body and arbitration rules
- Unit 13 A Special Project
- Appendix A
- Appendix B
- 参考文献

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