

<<新概念外贸话题英语>>

图书基本信息

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内容概要

本书内容涉及外贸业务的各个层面，包括寻找潜在客户、发展业务关系、交换产品信息、询盘及答复、发盘及还盘、支付方式、订单的执行、运输、保险、索赔和理赔、代理、银行业务、巩固业务关系等。

本书每个单元设置包括“情景定位”，“外贸实景对话”，“语言技能拓展”，“会话策略与技巧”，“商务礼仪与文化”五个部分。

情景定位部分简要介绍整个单元的背景知识，使学习者迅速抓住要点。

外贸实景对话部分呈现外贸口语对话、词汇、注释，为学习者提供大量真实的语言素材。

语言技能拓展部分提供大量练习，旨在夯实学习者语言基础。

会话策略与技巧部分对于会话的技巧加以总结和提炼，希望学习者在运用英语进行交流的过程中，不仅要注意语言本身，还关注语言以外的因素，如身体语言、语音语调等。

商务礼仪与文化部分通过介绍跨文化商务活动中常见的文化差异和商务礼仪，为学习者进行成功、高效的商务交流提供实用指南。

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章节摘录

In our daily human communication , greetings between each other are primarily necessary. The differences between cultures and customs cause the differences between the courtesies in greeting , which colors the customs in greeting , such as nodding , bowing , hands-folding , hugging and handshaking , and among these , handshaking is regarded as a universal language in greetings. Then what shall we notice while shaking hands with others ?

1. Firstly , we must use right hands to shake. If you have something to do with your right hands , you should explain to him or her , or nodding to say sorry while showing your hands to him or her , and getting the forgiveness. Then you should wash your hands immediately and treat him or her warmly. If you are wearing a glove , you should take it off , putting it down or holding it , and shake hands with him or her. Never shake hands without taking your glove off , or leaving it around casually , which will make him or her misunderstand you. But the requirements can be lowered when it comes to woman : when a lady takes off her glove , it means she respects especially , but a lady must take the glove off while shaking hands with the seniors. 2. Secondly , we should pay attention to the orders. Who should hand first while shaking hands ?

The seniors , the ladies and the teachers should give hands to the juniors , the men and the students. If two couples meet with each other , ladies greet each other first , then the husbands greet others wives , and the greetings between men comes last. While the guests pay a visit , generally , the hosts hand first ; and while saying goodbye , the guests hand first , meaning "dont bother to see me out".

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