

<<商务英语>>

图书基本信息

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内容概要

本书共17个单元，结构清晰，适用性强；内容丰富，涵盖商务交际中的主要实务环节，并按其操作的先后顺序编写，包括相关知识、范文实例、相关表达法及练习。

全书用英文编写，为教学提供了一本正规完整而又系统的教材，也可为学生提供更多接触使用英语的机会。

本书不仅适合作为MBA教材，也完全适合作为经管、商贸、金融专业的教学用书以及有关专业人士的员工培训教材。

书籍目录

UNIT 1 The Elements of Effective Business Writing Exercises
UNIT 2 The Forms of the Business Letter The Parts of the Business Letter and Their placement Useful Sentences on Business Letters Exercises
UNIT 3 Establishing Business Relations Specimens of Establishing-Business-Relation Letters Useful Sentences on Establishing Business Relations Exercises
UNIT 4 Business References Specimen of Reference Letters Useful Sentences on Business References Exercises
UNIT 5 Sales Letters Write an Attractive Opening Explain the Product Make Good Your Claims Write an Effective Close Give Your Letter an Attractive Look Specimen of Sales Letters Useful Sentences on Sales Letters Exercises
UNIT 6 Trade Enquiry The Reply to a Letter of Enquiry Useful Sentences on Trade Enquiry Exercises
UNIT 7 Quotatio Offe and Tender Routine Quotations Quotations Subject to Conditions Offers Tender Useful Sentences on Quotation, Offer and Tender Exercises
UNIT 8 Orders and Their Fulfillment Acknowledging the Order Declining the Order Useful Sentences on Orders Exercises
UNIT 9 Banking and Movement of Currency The Air Mail Remittance Order The Cable Remittance Order The Foreign Draft Collections Specimen Letters on Banking and Payment Useful Sentences on Banking and payment Exercises
UNIT 10 Letters of Credit Procedure--Application for a Letter of Credit Specimens of L/C Letters Useful Sentences on L/C Exercises
UNIT 11 Insurance
UNIT 12 Shipment
UNIT 13 Agencies
UNIT 14 Settlement of Disputes
UNIT 15 Business Contract
UNIT 16 Application Letters and Resumes
UNIT 17 Other Form of Written Communication
References

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