

<<外贸函电>>

图书基本信息

书名：<<外贸函电>>

13位ISBN编号：9787561155295

10位ISBN编号：7561155298

出版时间：2010-6

出版时间：大连理工大学

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页数：176

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内容概要

本书介绍了外贸商务活动各个环节函电往来的书写，包括：建立贸易关系、询盘、报盘、还盘、订货、支付、结算、包装、运输、保险、索赔和理赔、代理等，涉及到进出口过程中的多种情况和不同问题的处理。

每个单元包含实务介绍和写作技巧，以及大量的句型、替换练习和范文。

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章节摘录

The letters you send you must create a good first impression. To achieve this, "put yourself in the readers site" and try to imagine how he will feel about what you write. Ask yourself constantly, "What are his needs, his wishes, his interests, his problems, and how can I meet them ?

" "What would be my own feelings, if I were to receive a letter of the kind I propose to write ?

" Try to imagine that you are receiving rather than sending the letter and emphasize the "You" attitude rather than me or us. When you write or dictate a business letter, try to feel a genuine interest in person you are writing to and in his problems. Say what you have to say with sincerity and make sure that it sounds sincere. Express your thoughts in your own words and in your own way. Be yourself. Write so that what you say would sound natural if reading over the telephone. If a letter is to achieve its purpose, its tone must be right. Before beginning to write think carefully about the way in which you want to influence your reader. Ask yourself, "What do I want this letter to do ?

" and then express yourself accordingly, being persuasive apologetic, obliging, firm and so on, depending on the effect you want to produce.

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