

<<实用现代商务英语写作>>

图书基本信息

书名：<<实用现代商务英语写作>>

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内容概要

随着中国经济与世界经济接轨的步伐加快,国际商务活动越来越频繁,有效的沟通在国际商务活动中起着关键性的作用,而成功的商务写作是最常用的有效沟通方式。

商务写作不同于一般的议论文、散文或小说的写作,它有其独特的写作原则和格式,需要相关的商务或经贸专业知识。

《实用现代商务英语写作》根据商务写作的特点,分三个部分对其进行全面介绍。第一部分介绍以顾客(读者)为导向的商务英语写作原则和写作流程与技巧;第二部分介绍商务书信的格式和构成以及各类常用商务书信的写作,包括书信、电子邮件、传真、备忘录、会议记录、报告、履历表和求职信;第三部分着重根据国际贸易流程介绍国际贸易书信的写作,包括国际贸易流程介绍、建立业务关系、询盘、发盘、还盘、接受、包装、装运、支付、保险,以及抱怨、索赔和理赔。书中每章都有专业知识介绍和商务写作技巧介绍,并且根据作者多年国际商务工作实践,书中给出了大量实例,以及常用句型和练习。

《实用现代商务英语写作》融英语语言知识、商务知识和国际贸易知识于一体,内容新颖、阐释详尽、实例丰富真实、学练结合、实用性强。

《实用现代商务英语写作》适用于商务英语、国际贸易、国际经济、国际旅游和企业管理等专业的学生使用,对从事外贸、外经、外事和外企工作人员也有很强的实用价值。

<<实用现代商务英语写作>>

书籍目录

Part One Reader-Oriented Modern Business English Writing

Chapter 1 Process of Business English Writing

- . Introduction
- . Plan
- . Organize
- . Draft
- . Revise
- . Edit

Words and Expressions

Exercises

Part Two Modern Business English Writing

Chapter 2 Business English Letters

- . The Structure of a Business English Letter
- . The Format of a Business English Letter
- . Font
- . Punctuation
- . Envelope Addressing

Words and Expressions

Exercises

Chapter 3 Business English Email

- . Introduction
- . Writing Effective Email
- . Specimen Email

Words and Expressions

Exercises

Chapter 4 Business English Faxes

- . Introduction
- . Fax Cover Sheet
- . Conventions for Sending Fax
- . Specimen Faxes

Words and Expressions

Exercises

Chapter 5 Business English Memos

- . Introduction
- . Conventions for Writing Memos
- . Specimen Memos

Words and Expressions

Exercises

Chapter 6 Business English Minutes

- . Introduction
- . Strategies for Writing Effective Minutes
- . Specimen Minutes

Words and Expressions

Commonly Used Sentences

Exercises

<<实用现代商务英语写作>>

Chapter 7 Business English Reports

- . Introduction
- . Formal Reports
- . Informal Reports
- . Specimen Reports

Words and Expressions

Commonly Used Sentences

Exercises

Chapter 8 Resume

- . Introduction
- . The Structure of a Resume
- . Formats of a Resume
- . Writing Style
- . Specimen Resumes

Words and Expressions

Exercises

chapter 9 Application Letter

- . Introduction
- . Outline for an Application Letter
- . Specimen Application Letters

Words and Expressions

Commonly Used Sentences

Exercises

Part Three Business Letters for International Trade

Chapter 10 A Brief Introduction to International Trade Practice

..

- . Introduction
- . General Procedures of Export Transactions
- . General Procedures of Import Transactions

Words and Expressions

Chapter 11 Establishing Business Relations

- . Introduction
- . The Structure of a Letter of Establishing Business

Relations

- . Specimen Letters

Words and Expressions

Commonly Used Sentences

Exercises

Chapter 12 Enquiry

- . Introduction
- . The Structure of an Enquiry
- . Specimen Letters

Words and Expressions

Commonly Used Sentences

Exercises

Chapter 13 Offer

- . Introduction

<<实用现代商务英语写作>>

- . The Structure of an Offer
- . Specimen Letters
- Words and Expressions
- Commonly Used Sentences
- Exercises
- Chapter 14 Counter-Offer
- Chapter 15 Order and Acceptance
- Chapter 16 Packing
- Chapter 17 Shipment
- Chapter 18 Payment
- Chapter 19 Insurance
- Chapter 20 Complaints, Claims and Adjustments
- Appendix A Currency
- Appendix B Banks
- Appendix C Trade Terms
- Appendix D Capitals and States of U.S.A
- References

章节摘录

I. Introduction International trade , also Called foreign trade , world trade or overseas trade, in essence, is the fair and deliberate exchange of commodity and service across national boundaries. It mainly includes import and export trade operations. For most nations, imports and exports are the most important international activities. Each country has to import the commodities that it does not produce by itself, and exports its own manufactured articles or surplus raw materials to earn foreign exchanges to pay for its imports. As the import and export are two sides of the same coin, both can have beneficial effects on the domestic market. Import creates competition for home-produced goods, while export gives a manufacturer a larger market for his products, so helping to reduce the unit cost. In each case the effect is to keep prices down in the domestic market. But there may be factors that compel governments to place restrictions on foreign trade, which means that import and export are subject to a lot of formalities, such as customs entry and exchange control approval. So the procedures of foreign trade are much more complicated than that of domestic trade.

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