

<<商务英语写作>>

图书基本信息

书名：<<商务英语写作>>

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前言

随着我国改革开放的深入和经济建设的发展,经济全球一体化进程的加快,我国有越来越多的部门、企业直接参与对外贸易,这将需要大量懂得对外贸易业务的专业人才。

商务写作作为重要的对外联系方式,在国际贸易中有着重要的地位。

《商务英语写作》是编写组成员长期从事商务英语理论教学和实践教学的经验总结,是一本商务工作者适用的、理论与商务实务相结合的书籍。

本书可以作为高等院校国际贸易专业、商务英语专业的专业英语教材,也可以供外贸工作者参考和专业的培训机构使用。

书中的课文注释、练习及相关知识补充更增加了本书的可读性和易用性。

书中主要讲述来往信件的写法。

内容包括商务写作的基本原则、书信的格式、书信的组成部分、请求及询函、对请求及询函的肯定和否定答复以及其他相关文书的写法。

书中所列实例及补充内容在教学过程中可酌情取舍。

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内容概要

本书是一本商务英语写作理论与实务相结合的书籍，既可以作为高等院校国际贸易和商务英语专业英语教材，也可以供商务工作者和专业的培训机构使用。

内容全面：既包括商务英语写作的基本原则、书信格式，也包括各种不同种类商务信函的写法。不仅涉及面广，而且针对性突出。

编排合理：本书在编排上不同于其他商务写作书籍，不是按照商务流程的顺序，而是按照书信的不同类别进行分类介绍。

实用性强：书中信件和资料多从新近的商务实践中收集、获取，有较强时代性。书后配有课文注释、练习和相关知识补充，增加了本书的可读性。

书籍目录

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章节摘录

While the commercial letter of credit is used to effect payment for goods and services, the standby letter of credit serves as an assurance that the applicant will fulfill his obligations under a credit only when the applicant fails to meet his obligations. The Comptroller of Currency has defined standby letters of credit as: "... any letter of credit, or similar arrangement however named or described, which represents an obligation to the beneficiary on the part of the issuer: to repay money borrowed by or advanced to or for the account of the account party, or to make payment on account of any indebtedness undertaken by the account party, or to make payment on account of any default by the account party in the performance of an obligation." In the first case, the bank issuing the standby credit agrees to repay the funds borrowed or advanced in the event the applicant fails to do so. For example, a foreign bank which finances the local subsidiary of a U.S. corporation may require a standby letter of credit from a U.S. bank if the local subsidiary does not have sufficient capital or assets to support the loan. The foreign bank is then able to draw under the standby credit to recover unpaid loans. Standby credits are also used to assure payment of invoices for sales made on open account. The seller opens a standby credit with provisions that outstanding bills will be paid within a specified period of time. The buyer is then entitled to draw under the standby credit for any unpaid bills simply by presenting his draft accompanied by the unpaid invoices or bill of lading and his statement certifying that the bills are unpaid. A similar arrangement is required by U. S. government regulations for sales of commodities by some federal agencies such as the Commodity Credit Corporation.

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