

<<外经贸函电教程>>

图书基本信息

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<<外经贸函电教程>>

内容概要

《外经贸函电教程》（第二版）是一本国际经济与贸易专业核心课程的实战教程，取材真实，内容覆盖面适当，包括外贸交易过程的所有环节，如：与外方建立业务关系、资信调查、询盘、发盘、还盘、促销、下订单、签约、包装、投保、装运、索赔理赔、安全收汇以及参加展会、灵活贸易、各种商务活动的文件处理等等。

本书内容翔实，结构严谨，反映了当今世界进出口业务现实与最新变化，例文能真切反映交易的实际过程，注重培养学生的实际应用能力，更加贴近学生的就业需求。

全书按教学法原理编排，体例设计符合教学需要。

本教材与教师和学生的界面非常友好，方便任课教师组织课堂教学。

本书适合国际经济与贸易专业的学生、外贸工作者，以及所有需要同外商进行有效沟通的从业人员参考使用，可以作为各级院校的教学用书、公司培训用书以及自学参考用书。

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编辑推荐

《外经贸函电教程（第二版）》是国际经济与贸易的专业教材，涉外商务活动的英语阶梯，外经贸英语函电的集大成者，外贸工作者事业的成功必备。

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