

<<商务英语函电>>

图书基本信息

书名：<<商务英语函电>>

13位ISBN编号：9787566301154

10位ISBN编号：7566301152

出版时间：2011-8

出版时间：对外经济贸易大学出版社

作者：王俊 编

页数：218

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务英语函电>>

内容概要

高等职业教育是我国高等教育体系的重要组成部分，是我国高等教育发展中的一个类型，也是我国职业教育体系的重要组成部分。

改革开放以来，特别是20世纪90年代后期至今，我国的高等职业教育在党和国家的大力倡导与支持下得到了迅猛发展。

高等职业教育中的国际商务类专业在经济全球化和我国对外开放不断深入的大背景下得到了更快的发展，满足了我国作为对外贸易大国对国际商务人才的多样化需求。

教育部《关于全面提高高等职业教育教学质量的若干意见》提出：高等职业教育要全面贯彻党的教育方针，以服务为宗旨，以就业为导向，走产学结合发展道路，为社会主义现代化建设培养千百万高素质技能型专门人才。

为此，我们要不断完善高等职业教育的专业人才培养方案和课程体系，改革课程教学内容和教学方法，加强教材建设。

作为国际商务类专业建设的成果之一，安徽国际商务职业学院联合了全国部分院校教师和企业专家，在对外经济贸易大学出版社的支持下，编著并出版了“十二五”应用型国际商务类专业规划教材。

《“十二五”应用型国际商务类专业规划教材》计划包括：国际贸易实务、进出口贸易综合实训教程、外贸单证实务、商务英语函电、国际商务谈判、国际汇兑实务、报关实务、国际贸易理论与实务、国际贸易地理、国际贸易、国际商法、商务英语口语、外贸跟单实务。

书籍目录

PART ONE LAYOUT OF BUSINESS LETTERS PART TWO BUSINESS NEGOTIATION Chapter 1
 Establishment of Business Relations Lesson 1 A Letter from an Exporter Lesson 2 A Letter from an Importer Lesson
 3 Sales Promotion Lesson 4 An Invitation Letter Chapter 2 Enquiries , Offers and Counter-offers Lesson 5 (A)
 A General Inquiry (B) A Reply Lesson 6 A Specific Inquiry Lesson 7 A Reply to an Inquiry Lesson 8 Making an
 Offer Lesson 9 A Reply to an Inquiry about Insurance Lesson 10 A Counter-offer on Price Lesson 11 Acceptance
 of a Counter-offer Lesson 12 Declining Request for Price Reduction Lesson 13 Asking for Payment by T/T Lesson
 14 Declining D/A Payment Lesson 15 A Counter-offer on Packing Chapter 3 Conclusion of Business Lesson 16 An
 Acceptance Letter Lesson 17 Placing an Order Lesson 18 A Reply to an Order Lesson 19 Sending a Sales Contract
 Lesson 20 Counter Signature PART THREE EXECUTION OF CONTRACT Chapter 4 Payment Lesson 21
 Urging Payment Lesson 22 (A) Urging an L/C (B) Advising Establishment of L/C Lesson 23 A Sample of L/C
 Lesson 24 Asking for L/C Amendment Lesson 25 Asking for L/C Extension Chapter 5 Shipment Lesson 26 Urging
 Shipment Lesson 27 Asking for Partial Shipment Lesson 28 Alteration in Shipping Arrangement Lesson 29 Sending
 Shipping Advice Chapter 6 Insurance Lesson 30 Covering Insurance for the Buyer Lesson 31 Applying for Insurance
 Chapter 7 Commodity Inspection and Customs Declaration Lesson 32 Inspection of Imported Food Lesson 33
 Customs Declaration Chapter 8 Complaints and Claims Lesson 34 Complaint about Wrong Delivery Lesson 35
 Settlement of a Complaint Lesson 36 Claim for Damaged Goods Lesson 37 Claim for Inferior Quality Lesson 38
 Declining a Claim PART FOUR OTHER TRADE FORMS Chapter 9 Other Trade Forms Lesson 39 (A) Asking
 for Sole Agency (B) A Reply Lesson 40 Compensation Trade Lesson 41 Processing Trade Lesson 42 Joint
 Venture Lesson 43 Invitation to Bid Appendices

章节摘录

1. Our inspection agency will issue an inspection certificate to show that the consignment is in conformity with export standards.2. For commodities such as frozen beef , Veterinary Inspection Certificate might be required to prove that the commodity is free from diseases of animals.3. It is better to resolve the differences through amicable consultation than to submit it to the arbitration if the results from the inspection and the reinspection do not coincide with each other.4. If the result of the inspection is not positive , the certificate turns out to be the documents for refusal of the goods and claim for compensation.5. A seminar of technical specialists including the surveyors from both sides will be held to clarify which result is correct.6. We'll accept the goods only if the results from the two inspections are identical with each other.7. Reinspection should be made within 10 days upon the arrival of the goods , and if any discrepancy is found , claim must be raised within 30 days.

……

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>