

<<现代商业英语书信>>

图书基本信息

书名：<<现代商业英语书信>>

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内容概要

本书首先以新旧、简繁等对比手法阐述了商业英语的写作原则以及如何运用语言技巧有效地表达自己的意图，宣传介绍自己的产品或市场。

本书的编写方法是按外贸程序的主要环节选用大量实用信例详细论述各类外贸书信的基本要求、特点和写作技巧；与此同时提供丰富的商业词汇、行话和习语。

自第四章起配有常用语句以供读者撰写外贸书信时参考使用。

凡本书补充读物皆选编自英美等国家商业书信并按外贸环节排列，便于读者进一步扩充商业英语的知识。

所有课文中的商业词汇特别是行话都有详细注释，对疑难词汇和片语配有中英文对照的解释和例句。

各章皆有大量练习题以巩固所学知识。

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作者简介

作者简介：

阎善明，数十年来从事英语（主要是商务英语）教学研究工作。曾在外贸部门工作一段时间，积累了一定的实务知识和经验，并曾受聘于联合国语言司任高级翻译（P3）数年，主要进行有关经济和外贸方面的翻译工作。现任对外经济贸易大学英语教授。

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