

<<商务英语函电>>

图书基本信息

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内容概要

《高等学校最新商务英语系列教材：商务英语函电》共由12个单元和附录组成，每单元均由相关知识与写作指南、示范阅读、常用术语和表达以及交际园地等部分组成。

相关知识和写作指南部分适当介绍了与主题相关的专业知识，详细阐述了写作原则和要领。

示范阅读部分主要选取了具有代表性的范例供读者阅读与赏析，在阅读中体味与把握写作原则和要领。

常用术语和表达部分主要是常见的专业术语和表达方式，供读者查询与记忆。

交际园地部分包括翻译、完形填空和案例分析。

其中，英汉翻译练习旨在在翻译的同时熟记一些常用句型，汉英翻译练习旨在盘活一些常用词汇和句型；完形填空部分旨在巩固常用词汇结构，增强商务英语语感；案例分析部分重在通过具体商务情形分析磨练在商务语境下应用英语解决实际问题的能力。

此外，附录部分主要供教学拓展之用。

书籍目录

Unit 1 Introduction to Business Communication1.1 Principles for Business Writing1.2 Business Letter Style and Format1.3 Sample Letters1.4 Useful Terms and Expressions1.5 Communication LaboratoryUnit 2 Establishing Business Relations2.1 Introduction2.2 Credit Enquiries2.3 Information to Be Contained2.4 Sample Letters2.5 Useful Terms and Expressions2.6 Communication LaboratoryUnit 3 Enquiries and Replies3.1 General Introduction to Enquiries and Replies3.2 Basic Principles for Sending Enquiries and Replies3.3 Structures of Enquiries and Replies3.4 Sample Letters3.5 Useful Terms and Expressions3.6 Communication LaboratoryUnit 4 Quotations, Offers and Counteroffers4.1 General Introduction to Quotations, Offers and Counteroffers4.2 Difference between Quotations and Offers4.3 Guidelines for Offers4.4 Guidelines for Counteroffers4.5 Sample Letters4.6 Useful Terms and Expressions4.7 Communication LaboratoryUnit 5 Orders and Their Execution5.1 General Introduction to Orders5.2 Basic Contents of Orders5.3 Replies to Orders5.4 Sample Letters5.5 Useful Terms and Expressions5.6 Communication LaboratoryUnit 6 Payment6.1 Payment Methods for International Trade6.2 Examples of Terms of Payment in Contracts6.3 Letter of Credit6.4 Sample Letters6.5 Useful Terms and Expressions6.6 Communication LaboratoryUnit 7 Packing7.1 General Introduction to Packing7.2 Packing Containers Used in International Trade7.3 Marks7.4 Examples of Terms of Packing in Contracts7.5 Packing List7.6 Letters on Packing7.7 Sample Letters7.8 Useful Terms and Expressions7.9 Communication LaboratoryUnit 8 Shipment8.1 Tramp and Liner8.2 Transport Documents8.3 Shipping Advice8.4 Terms of Shipment in Contracts8.5 Sample Letters8.6 Useful Terms and Expressions8.7 Communication LaboratoryUnit 9 Insurance9.1 Introduction9.2 Writing Guide9.3 Sample Letters9.4 Useful Terms and Expressions9.5 Communication LaboratoryUnit 10 Complaints, Claims and Adjustments10.1 General Introduction to Complaints, Claims and Adjustments10.2 Principles for Making Complaints, Claims and Adjustments10.3 Structures of Complaints, Claims and Adjustments10.4 Sample Letters10.5 Useful Terms and Expressions10.6 Communication LaboratoryUnit 11 Contracts11.1 Drafting Contracts11.2 Sample Contracts11.3 Useful Terms and Expressions11.4 Communication LaboratoryUnit 12 Documentation in International Trade12.1 Introduction12.2 Commercial Documents12.3 Transportation Documents12.4 Finance Documents12.5 Other Documents12.6 Useful Terms and ExpressionsAppendix 1 Foreign Trade Law of the PeoplesRepublic of ChinaAppendix 2 Uniform Customs and Practice forDocumentary Credits, UCP 600Appendix 3 UN Convention of Contracts for theInternational Sale of GoodsReferences

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