

图书基本信息

书名：<<商务礼仪接待与外贸基础会话（第1册）>>

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内容概要

《商务英语口语实训教材：商务礼仪接待与外贸基础会话（第1册）》共分为三大部分，以56段实用会话的形式展开，内容涵盖建立商务关系、会展、公司招待、询盘、报盘等方面。每段对话后给出重难点词汇和句子注释，书后附“词汇拓展”、“句式展示”、“商务单证”。

书籍目录

序言商务礼仪接待希望建立商务关系希望建立直接贸易关系建立关系在广州国际会展中心的广交会帕克尔先生参观广州商品交易会中美公司之间的商务关系经济与技术合作公司招待商务宴请宴会邀请 (I) 在宴会中之一 () 在宴会中之二老板到来热情的老板理查德到达伦敦介绍工厂GFTD参观GETD公司的一家工厂餐桌礼仪晚宴后熟悉城市观光和城市介绍情况简介临时导游手忙脚乱的主人在爱丁堡机场签证对话 (上下午中途的) 休息时间一份诱人的工作求职面试就业亨利在纽约早餐桌前外贸基础会话询盘报价还盘讨价还价定价订单订货洽谈支付条款包装商品检验及损失调查货物保险不可抗力因素及索赔仲裁佣金申请代理销售代理独家代理协议批发零售选择经销商附录词汇拓展句式展示商务单证参考文献

章节摘录

D is filling in as a tour guide for a group of tourists from Nova Scotia, Canada. She meets them at the airport and takes them to their hotel. She has assigned rooms and after dinner she gathers them for a meeting in the meeting room to tell their itinerary, and to inform them of the risks and dangers they may come across. D : Good evening, everyone. Let me welcome you to Shanghai again and to the Holiday Inn which will be your home for the next two weeks. We hope that your rooms are in good order and if you have any difficulties, please just let us know. It is better to go through us rather than dealing with the hotel administration yourself, since we know them very well and have good relations with them. Tourist A : No problem. D : Now, you should all have an itinerary of your trip and a fact sheet about cultural awareness. I would first of all like to talk about the Chinese culture and what you should expect. Hopefully you should have already read something about the Chinese culture before you came, but I think I should go over what I think are the most important aspects. The most frequent difficulties foreigners have with the Chinese culture, as you can see in the fact sheet, are : staring, hellos, solicitous salespeople and zealous shopkeepers, show traffic, over friendliness, and misunderstandings. First, staring and hellos. This is worse outside of Shanghai, but you will find that people will stand and stare at you as you go by. They may also say hello. This will seem amusing at first, but after a while it will lose its novelty, especially when you feel tired, and if you have a low tolerance level, you will start to feel annoyed.

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