

<<经贸英语>>

图书基本信息

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前言

随着经济全球化的到来,我国加入WTO后,在国际经济中的地位不断提高,对外开放政策得到进一步贯彻执行,与世界各国间的外经、外贸活动日益广泛,对外贸易事业得到空前发展。

针对这一新形势,国家需要越来越多的既懂经济贸易又熟悉专业英语的复合型人才。

为此,我们编写了这本《经贸英语》,以适应人才培养和对外经贸工作的需要。

为改革传统的以阅读为核心的大学英语后续课程教材的编写方法,本书遵循实用性、可操作性的原则,并结合经贸工作的行业特点和专业英语学习的需要,在选材上既注重前瞻性,着眼于行业新理念、新方法、新术语的导入,同时又注重思想性、科学性、现代性和趣味性的融合;在编写内容上注重系统性与广泛性的结合,难、易材料的结合,加之变换多样的语言实践形式,突出自主、互动的学习过程,使不同程度的学习者都能根据自己的需要,学有所获;在各单元的设计上特别注重听说能力的锻炼、提高,培养学生实际使用英语进行交际的能力,同时兼顾阅读、写作和翻译能力的培养,进一步打牢学习者的专业语言基础。

本书操作性强,可满足学习者能听、能说、会用的学习目的,同时能消除一些传统经贸英语抽象、难懂、难学、难用的疑虑。

本书共分15单元,每单元含4大模块。

第一个模块从听力开始,引入该单元内容的基本概念或常识,让学习者在练习听力的过程中学到新知识,自然留下初步印象,为第二步展开专业性的情景对话或有特色的个案式讨论奠定基础;在第三个模块Rudimentary Knowledge中,读者可以学习到涉及该单元主题的基础理论专题文章,了解相关知识及背景。

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内容概要

本书是行业英语系列教材中的一册。

本书共15单元，每单元分4大模块：听力、会话、基础知识和综合练习。

本书在选材上注重前瞻性，着眼于行业新理念、新方法、新术语的导入；在各单元的设计上突出听说训练，以培养学生用英语进行交际的能力，适应复合型人才培养和对外经贸工作的需要。

本书适合大专院校外经、外贸专业的学生和相关从业人员使用。

本书另配有录音带。

书籍目录

UNIT 1 Trade (贸易) Part 1 Understanding of Trade Part 2 Establishing Trade Relations Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 2 Markets (市场) Part 1 Some Forms of Markets Part 2 Marketing Products or Services Successfully Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 3 Attracting or Making Investment (引资或投资) Part 1 Attracting or Making Investment Part 2 Investment Environment Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 4 Import and Export (进口与出口) Part 1 Import and Export Part 2 Making the Decision to Import or Export Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 5 Technology Transfers (技术转让) Part 1 Benefits of Advanced Technology Part 2 Introducing the Latest Technology to Keep Competitiveness Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 6 Invitation for and Submission of Bids (招标与投标) Part 1 Conditions for Bids Part 2 Consulting About the Bids Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 7 Inquiry and offer (询价与报价) Part 1 General Ideas of Inquiry and Offer Part 2 Dialogues About Inquiry and Offer Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 8 Counter-offer (还盘) Part 1 Understanding of Counter-Offer Part 2 Meeting Each Other Halfway Part 3 Rudimentary Knowledge Part 4 Additional Practice

UNIT 9 Acceptance and Ordering (接受与订购)

UNIT 10 Packing and Shipment (包装与发运)

UNIT 11 Insurance (保险)

UNIT 12 Agency (代理)

UNIT 13 Claims (索赔)

UNIT 14 Arbitration (仲裁)

UNIT 15 Commercial Documents (商贸单证)

Tapescripts
key for Reference

章节摘录

By the late 1940s, representatives of the American government had met several times with representatives of other major nations to design a postwar international trading system that would parallel the international monetary system. However; although the US Congress would not support another international institution, in 1945 it had given the US president the authority to negotiate a treaty governing international trade by extending the 1934 Reciprocal Trade Agreements Act. This led to the establishment of GATT in 1947-a treaty whereby 23 member countries agreed to a set of rules to govern trade with one another and maintained reduced import tariffs for other members. The GATT treaty did not provide for a formal institution. Over the next 40 years, GATT grew in membership and in its success at reducing barriers to trade. GATT members regularly met in what came to be known as negotiating rounds. These rounds were primarily focused on negotiating further reductions in the maximum tariffs that countries could impose on imports from other GATT members. The success of these rounds is evident. The volume of trade among WTO members stood at 25 times its 1950 volume.

编辑推荐

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