

<<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：9787040197655

10位ISBN编号：7040197650

出版时间：2001-7

出版时间：高等教育出版社

作者：闫兴伯、黄宪西/国别：中国大陆

页数：194

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

本书是中等职业教育国际商务专业国家规划教材《商务英语函电》第二版，是在原教材基础上修订而成的。

本书编写以训练学生正确运用国际贸易知识来处理往来函电的基本能力为主，包括12单元内容，并附词汇表。

本书内容新颖，课文浅显易懂，样信简洁，词汇尽量贴近国际贸易实际，关键词反复出现。

本书可供中等职业学校、五年制高职国际商务专业的学生使用，也可作为相关行业培训教材或自学用书。

书籍目录

UNIT 1 BUSINESS LETTERS1 Writing of the LettersUNIT 2 ESTABLISHMENT & DEVELOPMENT OF BUSINESS RELATIONS2 Making Self-introduction3 Starting Business Relations with an Exporter4 Request for the Establishment of Business Relations5 A Reply to the Request for the Establishment of Business RelationsUNIT 3 ENQUIRIES AND OFFERS6 Making an Enquiry7 Making an Offer8 Sending Proforma Invoice9 Making a Voluntary OfferUNIT 4 COUNTER-OFFERS10 Request for Lower Price11 Declining Price Reduction12 Concession on Price13 Increase in PriceUNIT 5 BUSINESS CONTRACTS AND ORDERS14 Placing an Order15 Sending a Sales Confirmation16 Booking a Repeat Order17 Failing to SupplyUNIT 6 PAYMENT18 Request for Payment by D/P19 Proposing to Pay by D/A20 Modifying Terms of PaymentUNIT 7 SHIPMENT21 Advising Shipment22 Urging Shipment23 Proposing Part Shipment and Transshipment24 Inquiring about Shipping ContainersUNIT 8 INSURANCE25 Asking the Seller to Cover Insurance26 Covering Insurance for the Buyer27 Request for Excessive InsuranceUNIT 9 ESTABLISHMENT OF AND AMENDMENT TO LIC28 Urging Establishment of IJC29 Application for Establishment of IJC30 Asking for extension of IJC31 Amendment to L/CUNIT 10 CLAIMS AND SETTLEMENT32 Complaining of Wrong Dispatch33 Apologizing for the Complaint34 Replying to Ill-founded Complaint35 Rejecting the ClaimUNIT 11 ELECTRONIC BUSINESS COMMUNICATIONS36 A Deal in Mens Shirts (Part One)37 A Deal in Mens Shirts (Part Two)UNIT 12 AGENCY38 Asking for Sole Agency39 Declining the Request for Agency40 Signing Sole Agency Agreement词汇表

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>