

<<外贸英语函电>>

图书基本信息

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前言

本书既可供高职院校商贸专业的在校学生使用,也可供广大从事对外商贸工作的人士阅读参考。

根据高职院校商贸专业的学生未来岗位对于外贸英语函电的知识需求和能力需求,本着以应用为目的,以必需、够用为度的原则,本书内容深入浅出,突出高等职业教育以能力为本位的方针,注重对学生实践能力的培养。

在内容的编排上,本书紧扣外贸工作流程,引用大量外贸往来函电真实案例,力求创设真实的外贸工作情景,力求内容的科学性和准确性。

每章配有大量练习,练习内容紧贴主题,练习方式多样,难易适中,针对性强。

本书采取以案例为导向的编写体例,符合高职高专学生的认知规律,有较强的施教性。

每章案例后安排小组讨论,以任务的方式引导学生对案例进行分析,重在培养学生的分析问题、解决问题的能力以及学生自主学习、合作学习的能力。

每章结束部分提供提示,对章节要点进行总结。

本书由徐州工业职业技术学院米芙蓉,王建华主编。

湖北交通职业技术学院张有元,安徽商贸职业技术学院叶兴副主编。

徐州工业职业技术学院苗坤、姚琪、魏雪超参编。

湖北交通职业技术学院张充、马红丽参编。

本书在编写过程中得到了许多从事外贸工作多年的有关专家的帮助,真正实现了教材内容与行业实际的紧密对接。

本书最后由美籍专家Ian Wolfe Von Thanden进行了审稿。

欢迎有关专家、学者及广大师生在使用过程中提出宝贵意见以便于我们不断改进,在此我们表示衷心的感谢。

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内容概要

本教材共分为12个单元，即外贸英语函电简介、建立业务关系、询盘、报盘、还盘、接受和确认、支付方式、审核信用证、包装和运输、保险、订单及合同、投诉与索赔。

本教材以外贸工作过程为导向，引用大量外贸往来函电真实案例，力求创设真实的外贸工作情景。

本教材准确把握了高等职业教育教学特点，注重知识的实用性、适应性和针对性，学生学完后既能具备一定的理论知识，又能有较强的操作能力。

本教材每个单元分为核心知识、案例、单词、注释、讨论、练习、小提示和答案等部分，环环紧扣，便于学生对所学知识进行操练和巩固。

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章节摘录

5. Translate the following sentences into English. (1) We've come to know your name and address from the Commercial Counselors Office of the Chinese Embassy in London. (2) Your company are exporting large quantities of textile to European countries. (3) We are importers of wool blankets and wish to establish direct business relations with you in this line. (4) Please provide/furnish us with some of your latest samples. (5) We specialize in the export of Japanese light industrial products, and would like to trade with you in this line. (6) Our lines are mainly arts and crafts. (7) Your letter expressing the hope of establishing business connections with us has met with approval. (8) A catalogue and a price list of our products are enclosed. (9) Several copies of your sales literature have been forwarded to you today. (10) An early reply will be highly appreciated.

6. Read the following letters, trying to understand and translate them.

7. Writing: Please understand the given article and try to translate it into English. Dear sirs,

We have your name and address from the Commercial Office of Chinese Embassy in Russia. We are taking this opportunity to write to you with a view to set up friendly business relations with you. We are a state-owned company, dealing specially in the export of cotton bed sheets. We are in a position to accept orders according to the customers samples. In the customers samples, requests about the assorted pattern, specification and package of the needed goods should be indicated particularly. In order to give you a general idea of various kinds of the cotton bed sheets we are handling in, we are airmailing you, under separate cover, our latest catalogue for your reference. Please let us know if you are interested in our products. We will send you our price list and samples to you as soon as we receive your specific inquiry. Looking forward to your early reply. ……

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