

<<商务英语函电技能训练>>

图书基本信息

书名：<<商务英语函电技能训练>>

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内容概要

本书根据高等职业教育的培养目标，按照外贸岗位群的工作任务和职业能力分析而编写，是理论教学用书《商务英语函电》（普通高等教育“十一五”国家级规划教材，书号为ISBN978-7-111-21921-7）的配套实践教学用书。

本教材旨在指导学生开展有效的实训，着重训练学生在国际商务活动中与外商进行书面沟通的能力，以培养学生的职业核心能力。

教材以商务活动及贸易来往为主线设计内容，涉及建立业务关系、询盘、报盘、还盘、接受、签订合同、寄送形式发票、促销、付款方式、包装、保险、装运、投诉和索赔等业务活动。

本教材可作为高职高专院校外贸、商务英语、金融、经济管理等专业教学用书。

本教材可与《商务英语函电》配套使用，也可单独使用。

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