

<<进出口贸易实务与管理>>

图书基本信息

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内容概要

《浙江省十一五重点教材：进出口贸易实务与管理（英文版）》以外贸业务的实际工作过程为主线，分析外贸业务员应具有的职业行动能力，并根据外贸业务员应具备的职业行动能力，分析其典型工作任务，然后根据工作任务来设计学习情境，以情境为模块、项目为载体、任务为驱动设计教材内容。

本书的设计体现了课内外、校内外、理论与实践“三位一体”的教学模式，使学生能够学以致用。

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书籍目录

Part Operate Export Business Learning Scene 1 Make Preparation before Exporting Task 1 Get familiar with products Task 2 Research international market Task 3 Find overseas clients Task 4 Investigate buyers' credit status Task 5 Investigate trade restrictions Task 6 Select a qualified domestic supplier Learning Scene 2 Negotiate Export Business Task 1 Make an inquiry Task 2 Make an offer Task 3 Make a counter-offer Task 4 Accept an offer Learning Scene 3 Sign an Export Contract Task 1 See what a contract is Task 2 Understand forms of a sales contract Task 3 Know details of a sales contract Task 4 Sign a sales contract Learning Scene 4 Implement an Export Contract Task 1 Urge the establishment of L / C Task 2 Check L / C Task 3 Apply for amendment to L / C Task 4 Prepare goods for shipment Task 5 Book shipping space Task 6 Apply for inspection Task 7 Go through customs formalities Task 8 Organise insurance Task 9 Apply for negotiation Learning Scene 5 Follow-up Work after Exporting Task 1 Write follow-up correspondence Task 2 Verify and write off foreign exchange earnings from export Task 3 Refund export tax Task 4 Settle disputes Part Operate Import Business Learning Scene 1 Make Preparation before Importing Task 1 Import market research Task 2 Search clients Task 3 Identify import regulations Learning Scene 2 Negotiate Import Business Task 1 Get to know international bidding Task 2 Make preparations for bidding Task 3 Sign an import agency agreement Task 4 Negotiate import business Learning Scene 3 Sign an Import Contract Task 1 Get to know key terms and conditions in an import contract Task 2 Attention paid to while signing a complete equipment import contract Task 3 Sign an import contract Learning Scene 4 Implement an Import Contract Task 1 Apply for import permits Task 2 Apply for the opening of an L / C Task 3 Apply for amendment to an L / C Task 4 Book shipping space Task 5 Insure the cargo Task 6 Pay the cargo Task 7 Take delivery of cargo Task 8 Inspect the cargo Task 9 Go through customs formalities Learning Scene 5 Follow-up Work after Importing Task 1 Verify and write off import payments in foreign exchange Task 2 Settle disputes and claims Appendix Teaching Guidance References

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编辑推荐

郑荷芬主编的《进出口贸易实务与管理(英文版)》以外贸业务的实际工作过程为主线，分析外贸业务员应具有的职业行动能力，并根据外贸业务员应具备的职业行动能力，分析其典型工作任务，然后根据工作任务来设计学习情境，以情境为模块、项目为载体、任务为驱动设计教材内容。本书的设计体现了课内外、校内外、理论与实践“三位一体”的教学模式，使学生能够学以致用。

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