

<<外贸英语实务>>

图书基本信息

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## <<外贸英语实务>>

### 内容概要

《外贸英语实务》主要涉及外贸实务的基本知识，包括进出口业务常识及目前世界各国所广泛使用的贸易形式。

全书采用英汉对照的形式，简明易懂，材料紧跟时代。

## 书籍目录

丛书前言前言Part One : International Trade and Trade Terms 国际贸易和国际贸易术语Chapter One : International Trade 国际贸易Chapter Two : International Trade Terms 国际贸易术语Part Two : Contract Terms 合同条款Chapter Three : Description of Commodities 商品描述Chapter Four : International Cargo Transport 国际货物Chapter Five : International Cargo Transportation Insurance 国际货物运输保险Chapter Six : Price of Import and Export Commodity 进出口商品的价格Chapter Seven : International Payment of Goods 国际货款的支付Chapter Eight : Inspection , Claim , Force Majeure and Arbitration 检验、索赔、不可抗力和仲裁Part Three : The Negotiation and Implementation of Contract 合同的商定与履行Chapter Nine : The Negotiation of Contract 合同的商定Chapter Ten : Import and Export Documentation 进出口制单Chapter Eleven : Import and Export Operating Procedures 进出口操作程序Part Four : Trade Forms 贸易形式Chapter Twelve : Agent , Distribution and Consignment 代理、经销与寄售Chapter Thirteen : Invitation for and Submission of Bids 招标与投标Chapter Fourteen : Futures Trading 期货交易Chapter Fifteen : Countertrade 对销贸易Bibliography 参考书目.....

## 章节摘录

In international trade, when disputes arise between exporter and importer, it can be settled through friendly consultation, litigation or arbitration. Friendly negotiation or mediation is the best method of all and beneficial to both parties. The majority of the disputes are settled by this way and friendly business relations are thus maintained between exporters and importers. If the disputes cannot be settled through amicable negotiation or mediation, arbitration will be the next best alternative, as litigation is usually costly and time-consuming. 在国际贸易中, 当进出口双方发生争议时, 可通过友好协商、诉讼、或仲裁等方法解决。

友好协商或调解是对双方有益的最好的办法。

大多数的争议都通过协商来解决, 这样可使进出口双方的良好业务关系得以维持。

若争议不能通过友好协商或调停来解决, 仲裁便是第二个最佳选择, 因为通常诉讼费用很高而且耗时

1. Cash In Advance 预付货款 Cash in advance means that the exporter is paid either when the importer places his order or when the goods are ready for shipment. Cash with order or cash payment before shipment is the exporter's dream, but it rarely occurs, although in certain circumstances it is wise and even customary to ask for it. This state of affairs may be only likely in a seller's market as it is naturally very unpopular in the eyes of importers. 预付货款意味着出口方在进口方订货时或货物备妥待运时获得款项。

随订单付款或发货前付款对于出口方来说为最理想的支付方式, 但在国际贸易中很少见, 不过在某些情形下要求预付货款是明智的而且是惯用的做法。

预付货款一般只适用于卖方市场, 因为很自然在进口方的眼里这种方式是不受欢迎的。

Nevertheless, it may be essential to ask for at least part of the purchase price with the order or before shipment in cases where orders are from politically unstable countries or financially unstable customers, or where goods are specifically custommade for a new customer who has no long-term "good faith" relationship with you, or where the exporter may be locking up considerable capital in the preparation of the goods. In practice, compromises are often sought. For example, the exporter might arrange to receive one-third of the purchase price with the order when the contract is signed, one-third when the consignment is ready for shipment and the balance when the goods have arrived. 不过, 如果订单来自政局不稳的国家或金融状况不稳的客户, 或产品是为无长期“诚信”关系的新客户定制的, 或卖方在准备产品时大量资金被束缚, 出口方要求买方在订货时或装运前支付至少部分货款是很重要的。

在实际业务中, 往往寻求折衷, 如: 出口方可能安排在接受订单签署合同之时收取三分之一的款项, 货物备妥待运时收取三分之一, 余额等货到达买方时再收取。

When cash in advance is used, the importer usually remits the payment to the exporter. Remittance means the transfer of money through banks from one party to another. Of course, remittance is not confined to cash in advance. It also applies to "open account", "installment", and "deposit payment" etc. There are three ways of remitting the money: mail transfer (M/T), telegraphic transfer (T/T), and demand draft (D/D). 当采用

预付货款支付方式时, 进口方通常将款项汇到出口方。汇付即指贷款通过银行从一方转至另一方。当然, 汇付不只局限于预付货款方式, 它还适用于赊销、分期付款、支付押金等方式。汇付分信汇、电汇和票汇三种。

M/T refers to the transfer made between banks by mail, with the advantage of low charges. T/T means the transfer made by telecommunication system such as telex or telegraph. It is faster than M/T, but more expensive. Under D/D, the importer buys a check from a bank in the importing country, called a banker's demand draft, and sends it to the exporter (the payee) so that the exporter can get money by presenting the demand draft to a bank (drawee) in the exporting country. D/D is transferable, which is different from M/T and T/T. 信汇是银行通过信件来转账的方式, 具有收费低的优点。

电汇是银行通过电报或电传进行转账的方式, 比信汇速度快但费用较高。

票汇是指进口方先从进口地银行购得一张支票, 叫做“银行即期汇票”, 然后将此票寄给出口方(收款

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人), 出口方向出口地银行(受票人)出示这一票据以获得票款。

与信汇和电汇不同的是, 票汇是可以转让的。

1. Target Country 目标国家 Evaluation of the country of a potential partner is the first step in implementing profitable import Or export plans. Factors related to the country, its economic and natural resources, infrastructure, climate and geography generally affect the cost and specific contractual terms. Information concerning the following subjects may be valuable for deciding the target country: 执行可赢利的进出口计划的第一步就是评估潜在的贸易伙伴所在的国家。

与这个国家有关的因素, 经济和自然资源、基础设施、气候条件和地理位置等, 一般会影响成本和具体的合同条款。

在决定目标国家时, 有关下面几个方面的信息会很有价值: . Cultural background and economic situations 文化背景与经济状况 . Political climate of the country 该国的政治气候 .

Current import and export statistics 目前的进出口统计数据 . Government policy on international trade 政府有关对外贸易的政策 . Information on trade barriers and restrictions 有关贸易障碍及限制的信息 This information can be obtained generally from some organizations in our country (such as MOFTEC and its provincial committees, foreign trade corporations, banks, and newspaper/journal articles) or from some organizations overseas (such as Chinese Embassy, local banks, the agent, local newspaper/journal articles etc.) 这类信息一般可从一些国内组织(如对外经济贸易部及各省经贸委, 外贸司、银行和报纸/杂志等)或国外组织(如中国驻该国的使馆、当地的银行、代理、当地的报纸/杂志等)得到。

2. Business Partner 交易对象 It is vital to learn as much as possible about potential partners or clients before doing business with them. Information of the following kinds is usually pertinent for this purpose: 在做交易之前, 要尽可能多地了解潜在的合作伙伴或客户, 这一点至关重要。

以下各方面的信息通常都与这个目的相关: . Credit reference 资信证明 . Background information 背景材料 . Business range 经营范围 . Annual sales volume 年销售额 . Major customers 主要客户 . Business culture 企业文化 The relevant information may be obtained by writing to the references provided by the counterpart or by employing a consulting firm. Creditability study of the counterpart may enable the negotiators to have an overall picture of the opponent 通过写信给对方提供的证明人或雇用咨询公司, 可以获取有关的信息。

对对方的资信调查可使谈判人员对其对手有一个大致的了解。

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## 媒体关注与评论

**前言** 随着我国对外经济贸易往来的日益频繁,很多涉外企业的工作都要求工作人员既要掌握一定的对外贸易业务知识,又要通晓一门外语,其中,英语为需求量最大的外语,它的使用范围最广,使用频率最高。

如何在短时间内提高自己的业务水平与外语水平成为很多人的烦恼。

虽然市场上有不少有关贸易实务的书,但大都是全中文版或全英文版。

若使用全中文的读本,自学者虽然可以较快地掌握业务知识,但仍不知如何用英文来表达具体的商务用语,只能依靠汉英字典,而这是件事倍功半的事情。

况且,如何正确运用从字典中查出的词和短语对自学者来说也是个问题。

比如,知道“索赔”的英文是claim后,那么,“向某人提出索赔”又该如何表达呢?是否知道英文中常用的搭配为“to file a claim against”?若使用全英文版的实务读本,很多人都会因为生词太多而望而生畏或半途而废,也达不到学习的目的。

《外贸英语实务》一书采用英汉对照的方式,将业务学习与外语学习有机地融为一体,为广大读者提供了一个既实用、又有效的学习方式。

由于一般的英汉读本都是采用页与页对照、甚至章与章对照的体例,读者在查找对应词或对应短语时跨度较大,不甚方便。

而本书采用段与段对应的方式,易于对照,使读者能快速掌握内容及语料,做到事半功倍。

本书的编者是对外经济贸易大学从事外贸英语教学多年的教师,对外贸英语教学有丰富的经验,了解学生的问题,也理解他们的需要。

在编写过程中,编者参阅了大量的国内外书刊,结合中国对外贸易的实际特点,使用简明易学的英语语言来描述外贸业务知识,并配以中文翻译。

初稿完成后,由编者共同审阅、修改定稿。

全书涵盖了外贸实务的基本知识,其中包括进出口业务常识,如价格术语、商品的描述、国际货物运输、保险、进出口,商品的价格、货款支付、索赔、仲裁、进出口操作程序、单证等;同时还介绍了目前世界各国日益广泛使用的其它贸易形式,如经销、代理和对销贸易等。

全书简明易懂,材料紧跟时代,对广大有志从事国际贸易业务的朋友们来说,是理想的自学读本。

由于编著的水平有限,加之时间仓促,不足之处在所难免,欢迎海内外专家与学者提出宝贵的批评意见。

编者

编辑推荐

《外贸英语实务》就是为解决这一问题而编写的，是相关人员学习参考的合适读物。我国经济发展繁荣稳定，对外贸易交往日益频繁，很多涉外企、事业单位的工作都需要业务人员既精通专业业务，又熟练掌握一门外语。英语是国际上使用最广泛、需求量最大、使用频率最高的语言。在短时间内提高对外专业外语水平，是许多涉外经贸人员的需要。

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