

<<英汉对照>>

图书基本信息

书名：<<英汉对照>>

13位ISBN编号：9787560508870

10位ISBN编号：7560508871

出版时间：1998-11

出版时间：西安交通大学出版社

作者：王延雪

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>

<<英汉对照>>

内容概要

内容提要

本书包括社交、商业书信、备忘录、通知、启事、单据、表格、合同、商业文件、履历、广告、说明书、报告、计划、致辞、电传等各类外企实用英文的写作，共计八章。

各章节不仅讲述了各类英文应用文写作的特点、要领，而且还配有大量的实例说明。

本书选材新颖广泛，实

用性强，内容丰富，英汉并举，可供从事外企工作、外贸业务和国际商务的人员使用，也可作为具有一定英语基础的自学者使用。

<<英汉对照>>

书籍目录

Contents

Part One: Business Writing Principles

Part Two: Letters

1. The Structure and Layout of a Letter

(1) The Structure of a Letter

(2) The Layout of a Letter

2. Applications

(1) Applications for Jobs

(2) Applications for Business Trips

(3) Applications for Joining the Club

(4) Applications for Training

(5) Applications for Telephones

(6) Applications for Overdraft

(7) Applications for Visiting an Exhibition

(8) Application for Resignation

(9) Useful Expressions

3. Invitations

(1) Invitations to luncheon/Dinner

(2) Invitations to Party

(3) Invitations to Travel Together

(4) Invitations to Show

(5) Useful Expressions

4. Congratulations

(1) Congratulations on Marriage or Engagement

(2) Congratulations on the Arrival of a Child

(3) Congratulations on Birthday

(4) Congratulations on Graduation or Enrollment in University

(5) Congratulations on the Change of Residence

(6) Special Festival Greetings

(7) Congratulations on Anniversary

(8) Congratulations on Promotion

(9) Congratulations on Success or Reward

(10) Congratulations on a New Venture

(11) Useful Expressions

5. Sympathy and Condolence

(1) Sympathy on Illness

(2) Sympathy on Injury

(3) Sympathy on Disaster or Material Loss

(4) Sympathy on Frustration

(5) Condolence on Death of a Supervisor and a Close Friend

(6) Condolence on Death of a Colleague

(7) Condolence on Death of a Business Partner

(8) Condolence on Death of Relatives

(9) Useful Expressions

6. Thanks

<<英汉对照>>

- (1) Thanks for Gifts
- (2) Thanks for Hospitality
- (3) Thanks for- Favour or Help
- (4) Thanks for Support or Service from Customers and Suppliers
- (5) Thanks for Suggestions from Employees or
- (6) Thanks for Reference and Recommendation
- (7) Thanks for Payment and Order
- (8) Useful Expressions
7. Introduction
 - (1) To be Presented in Person
 - (2) To be Sent by Mail
 - (3) Useful Expressions
8. Booking Tickets or a Hotel Room
 - (1) DBookingTickets
 - (2) Reservation of Hotel Rooms
 - (3) Useful Expressions
9. Inquiry and Request
 - (1) Asking for Information
 - (2) Asking for Appointments/Meetings
 - (3) Asking for Price/Price Reduction
 - (4) Asking for Catalogues and Samples
 - (5) Asking for Payment
 - (6) Asking for Insurance
 - (7) Useful Expressions
10. Quotation and Order
 - (1) Quotation
 - (2) Order
 - (3) Useful Expressions
11. Establishing Business Relations
 - (1) Proposing to Have Business Connections
 - (2) Requesting Introduction to Obtain Business Connections
 - (3) Looking for the Agent
 - (4) Useful Expressions
12. Sales
 - (1) Ordinary Sales
 - (2) Informing of the Introduction of New Products into the Market
 - (3) Selling New Products with Samples
 - (4) Selling to an Old Customer
 - (5) Selling Products at the Opportunity of Enlargement of the Plant
 - (6) Introducing the New Car
 - (7) Introducing the Company & Supplying Various Products
 - (8) Selling to an Inactive Customer
 - (9) Selling an Educational Course
 - (10) Useful Expressions
13. Complaints, Claims and Settlements
 - (1) Complaints & Claims
 - (2) Settlements

<<英汉对照>>

(3) Useful Expressions

Part Three: Notes, Messages & Notices

1. Notes and Messages

(1) Notes Asking for Leave

(2) Messages

2. Notices

(1) Lost and Found

(2) Merger of Two Companies

(3) Opening of a New Branch Office

(4) Change of the Company's Name

(5) Removal Notice

(6) Opening an Exhibition/a Meeting

(7) Invitation for Bids

(8) Employing New Staff

Part Four Cards, Memos, Minutes & Schedules

I Cards

(1) Postcards & Cards of Congratulations

(2) Name Cards

(3) Invitation Cards

2 Memos

3 Minutes of Meetings

4 Schedules

Part Five-.BiUs, Forms & Documents

1. Bills and Forms

(1) Expense Forms

(2) Application Forms

(3) Forms of Charge

(4) Call Reports

2. Commercial Documents

(1) Order Sheets

(2) Acknowledgement of Order

(3) Shipping Documents

(4) Policy

(5) Letter of Credit

(6) Contracts

Part Six: Advertisements, Instructions & Job Resumes

1. Advertisements

(1) On Recommending Business Lines & Services

(2) On Recommending Products

2. Instructions

3. Job Resumes

(1) The Common Form of a Resume

(2) Detailed Resumes

Part Seven: Proposals, Plans, Reports & Speeches

I. Proposals

(1) A Proposal Based on Experiences at the Exhibition

(2) A Proposal of Adequate Facilities for Washing

<<英汉对照>>

(3) A Proposal of How to Get New Customers

2. Plans

3. Reports

(1) A Yearly Report by a Department Manager

(2) A Report on an Investigation

(3) An Annual Review on Chinese Market

4. Speeches

(1) Speeches at Meetings

(2) Speeches

PartEight: Telex & Fax

1. Telex

2. Fax

Appendix

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>