

<<商务英语>>

图书基本信息

书名：<<商务英语>>

13位ISBN编号：9787560517278

10位ISBN编号：7560517277

出版时间：2003-8

出版时间：西安交通大学出版社

作者：张传德

页数：243

字数：289000

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>

<<商务英语>>

内容概要

本书共17个单元，结构清晰，适用性强；内容丰富，涵盖商务交际中的主要实务环节，并按其操作的先后顺序编写，包括相关知识、范文实例、相关表达法及练习。

全书用英文编写，为教学提供了一本正规完整而又系统的教材，也可为学生提供更多接触使用英语的机会。

本书不仅适合作为MBA教材，也完全适合作为经管、商贸、金融专业的教学用书以及有关专业人士的员工培训教材。

<<商务英语>>

书籍目录

UNIT 1 The Elements of Effective Business Writing Exercises
 UNIT 2 The Forms of the Business Letter The Parts of the Business Letter and Their placement Useful Sentences on Business Letters Exercises
 UNIT 3 Establishing Business Relations Specimens of Establishing-Business-Relation Letters Useful Sentences on Establishing Business Relations Exercises
 UNIT 4 Business References Specimen of Reference Letters Useful Sentences on Business References Exercises
 UNIT 5 Sales Letters Write an Attractive Opening Explain the Product Make Good Your Claims Write an Effective Close Give Your Letter an Attractive Look Specimen of Sales Letters Useful Sentences on Sales Letters Exercises
 UNIT 6 Trade Enquiry The Reply to a Letter of Enquiry Useful Sentences on Trade Enquiry Exercises
 UNIT 7 Quotation Offer and Tender Routine Quotations Quotations Subject to Conditions Offers Tender Useful Sentences on Quotation, Offer and Tender Exercises
 UNIT 8 Orders and Their Fulfillment Acknowledging the Order Declining the Order Useful Sentences on Orders Exercises
 UNIT 9 Banking and Movement of Currency The Air Mail Remittance Order The Cable Remittance Order The Foreign Draft Collections Specimen Letters on Banking and Payment Useful Sentences on Banking and payment Exercises
 UNIT 10 Letters of Credit Procedure--Application for a Letter of Credit Specimens of L/C Letters Useful Sentences on L/C Exercises
 UNIT 11 Insurance
 UNIT 12 Shipment
 UNIT 13 Agencies
 UNIT 14 Settlement of Disputes
 UNIT 15 Business Contract
 UNIT 16 Application Letters and Resumes
 UNIT 17 Other Form of Written Communication
 References

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>