

<<商务英语>>

图书基本信息

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## &lt;&lt;商务英语&gt;&gt;

## 前言

随着经济全球化趋势的不断扩大,中国参与国际商务活动日趋频繁,商务英语作为服务于国际商务活动的工具和媒介,占据着不可或缺的重要地位。

商务英语并非作为一门独立的语言而存在,而是服务于一个专门行业的门类,其本质离不开英语语言的基本规律,但也有着独自的特点和应用范围,在国际商务活动中发挥着独特的作用。

在国际商务交往中做到准确、高效是从事国际商务活动的人们希望达到的,而了解商务英语表达的范围、模式、术语和规范,掌握其规律,无疑会在国际商务活动中处于有利地位。

《职场英语口语与写作实训商务英语》即以实用、高效为指导思想编写的一本应用手册。

本书在编写过程中,参阅了市场上多部商务丛书,在比较全面地覆盖国际商务活动中所涉及领域的同时,力求做到重点突出、实用高效,使读者一书在手,基本解决日常商务活动中遇到的英语表达问题。

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本书分为两大部分。

第一部分为口语实训,编排顺序从宏观政策到微观的具体业务活动。

其中的业务活动从源头开始,包含自初步交往、实质接触、进行往来、签订合同,直至解决纷争的全过程。

第二部分为写作实训,概述部分。

介绍了商务信函和合同写作的基本原则和特点、日常业务信函的写作实例和合同的写作实例,均按照商务业务的流程和合同的基本种类进行排列。

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### 内容概要

《商务英语》以实用、高效为指导思想编写的一本应用手册。

《商务英语》在编写过程中，参阅了市场上多部商务丛书，在比较全面地覆盖国际商务活动中所涉及领域的同时，力求做到重点突出、实用高效，使读者一书在手，基本解决日常商务活动中遇到的英语表达问题。

## 书籍目录

上篇 商务英语口语实训第一章 宏观政策Unit 1 Concept of Foreign TradeUnit 2 Foreign Trade and Foreign TravelUnit 3 Customs Entries第二章 市场展望Unit 1 Economic LawUnit 2 Marketing Methods and Advertising第三章 业务操作Unit 1 Buying and SellingUnit 2 About the ContractUnit 3 Document and PaymentUnit 4 ShippingUnit 5 Complaints and ClaimsUnit 6 Insurance第四章 金融管理Unit 1 International FinanceUnit 2 Foreign ExchangeUnit 3 Banking下篇 商务英语写作实训第一章 商务英语写作概论第一节 外贸信函的特点第二节 外贸信函写作第三节 外贸合同的特点第四节 外贸合同写作第五节 合同中的句子第二章 信函写作实例第一节 建立业务关系第二节 进行业务往来第三章 合同写作实例第一节 买卖合同第二节 租赁服务合同第三节 经营合作合同第四章 其他商务写作实例第一节 日常业务活动第二节 促销和广告第三节 商务报告第四节 业务描述第五节 市场调查附录 商务英语术语Part 1 General BusinessPart 2 NegotiationsPart 3 Business AdministrationPart 4 Accounting and BankingPart 5 InsurancePart 6 Stock MarketPart 7 MarketingPart 8 Products and PricePart 9 AdvertisingPart 10 E-CommercePart 11 Human ResourcePart 12 Corporate Culture参考书目

## 章节摘录

Andrew : Were trying to increase our manufactured exports from India instead of just ship-ping raw materials , such as piecegoods instead of raw cotton , and also there may be things we could sell on the Continent that you dont want in the U.K. What do , you think , Mr. Pinter? Pinter : Thats a big , big question , Mr. Andrew. Frankly , I havent studied the problems of your country. But whatever you want to sell , itll pay you dollars for cents to do a lot of market research first. Andrew : Where can I get the information I need? Pinter : Well , for a start , from embassies and consulates , including your own , chambers of commerce and trade associations , local clearing banks , credit enquiry houses , ship-ping agents , trade magazines and customs import and export lists. Andrew : And what sort of information should I look for? Pinter : First of all youve got to find out if theres any demand for your merchandise , and what sort of competition youll meet. Then there are local conditions and prefer-ences. Take PaCkaging , say , if you sell to Belgium , youll need labels in two lan-guages , French and Flemish. Even colors are important. Andrew : You mean , jr. as in India we regard red and orange as lucky colors? Pinter : Exactly. And theres the packaging material. For instance , some countries dont allow hay or straw , in case they contain bugs. Andrew" What about advertising , and choosing selling agents? Pinter : If you can find a good advertising agent , by the way , I can put you in touch with some , its best to leave the choice of media to him. It all depends on your merchan-dise. T.V. and radio ads are best for some lines , magazines and trade papers for others , still mail order and direct selling for other goods. As for choosing a selling agent , thats got to be your number one priority. Sometimes youll choose a firm already established in your line , if you can find one who isnt already signed up ; other times you might choose a guy whos new to the business but has plenty of get-up-and-go. But before you choose , make sure you get credit reports from his bank-ers.

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