

<<商务英语精读（第四册）>>

图书基本信息

书名：<<商务英语精读（第四册）>>

13位ISBN编号：9787563820436

10位ISBN编号：7563820434

出版时间：2013-1

出版时间：首都经济贸易大学出版社

作者：张中宁，陈静 主编

页数：245

字数：409000

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>

<<商务英语精读（第四册）>>

内容概要

张中宁编著的《商务英语精读(第4册高等院校商务英语专业核心课精品系列教材)》以外贸企业和跨国公司从事国际商务活动时所经历的各个环节为主线,以它们的经营活动所面临的内外环境、所涉及的因素为纲,以既阐述国际商务知识,又培养英语语言能力和跨文化商务交际能力为指导思想,真实地再现这类企业从事国际商务活动的自然流程。

书籍目录

Unit 1 Business Contract
Section One: Business Communications
Drafting Contract
Section Two : Text
Drafting a Contract
Section Three: Exercises
Section Four: Biz Fueling Station
Section Five: Business Reading
Purchase Contract
Unit 2 Function of Trade Terms
Section One: Business Communications
Specific Enquiry
Section Two: Text
Function of Trade Terms
Section Three: Exercises
Section Four: Biz Fueling Station
Section Five: Business Reading
Purpose and Scope of Incoterms
Unit 3 Commonly Used Trade Terms
Section One: Business Communications
Emergency Call: Dispute Settlement
Section Two: Text
Commonly Used Trade Terms
Section Three: Exercises
Section Four: Biz Fueling Station
Section Five: Business Reading
The Structure of Incoterms 2000 and Its D Terms
Unit 4 Terms and Instruments of Payment
Section One: Business Communications
Declining Payment by D/P
Section Two: Text
Terms of Payment
Section Three: Exercises
Section Four: Biz Fueling Station
Section Five: Business Reading
Instruments of Payment
Unit 5 Documentary Collection
Section One: Business Communications
Both Sides Make Some Concessions
Section Two: Text
Procedures of Documentary Collection
Section Three: Exercises
Section Four: Biz Fueling Station I01
Section Five: Business Reading
DP and DA

<<商务英语精读 (第四册) >>

Unit 6 Letter of Credit

Section One: Business Communications

Accepting Payment by D/P

Section Two: Text

Documentary Credit

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Procedures & Types of L/C

Unit 7 Modes of Transportation

Section One: Business Communications

Shipment

Section Two: Text

Modes of Transport

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Clause of Shipment

Unit 8 Insurance and Its History

Section One: Business Communications

Insuring the Glassware

Section Two: Text

History of Marine Insurance

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Characteristics of Insurable Risks

Unit 9 Cargo Insurance

Section One: Business Communications

Lodging a Claim

Section Two: Text

Risk Management and Cargo Insurance

Section Three: Exercises

Section Four: Biz Fueling Station

Section Five: Business Reading

Ocean Cargo Insurance Policy and Its Clauses

KEY TO EXERCISES

附录

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>