

<<国际商务函电>>

图书基本信息

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内容概要

国际商务函电是高职高专院校国际贸易专业主干课程，也是一门重要的语言技能课。体现基础英语、专业英语和专业知识的三结合，使之成为一门系统性、指导性和可持续性较强的课程。

本书内容涵盖了书信结构，建立业务关系，询盘、报盘和还盘，成交，支付方式，包装，装运，保险，索赔和理赔以及代理，投资，加工装配贸易和补偿贸易等其它贸易方式。

本书可作为经济贸易类学科的专业教材或辅助教材，也可作为其他层次、其他形式的外贸函电知识教育和培训的参考用书。

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