

<<现代国际商务英语>>

图书基本信息

书名：<<现代国际商务英语>>

13位ISBN编号：9787566102911

10位ISBN编号：7566102915

出版时间：2012-1

出版时间：哈尔滨工程大学出版社

作者：郭琛 编

页数：225

字数：300000

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>

<<现代国际商务英语>>

内容概要

全书共分为四部分。

第一部分是商务理论，包括商务经营方式、国际贸易、WTO和外汇；第二部分是商务实务，包括国际贸易术语、提单、海上保险、货款支付、检验、索赔、不可抗力和仲裁；第三部分是商务书信，包括建立业务关系、询盘、发盘、还盘和接受；第四部分是商务会计，包括会计惯例、会计基础、会计账薄的分类、资产负债表、应收账款、固定资产、无形资产、成本会计等。

本书借鉴了国内外学者的研究成果，在结构上既有基本知识的阐述，又有重点难点的讲解；既有理论知识的框架体系，又注意理论联系实际。

本书可作为普通高等学校商务英语、国际贸易、国际经济、国际金融、工商管理等专业本科阶段的主干教材，也可以作为跨国公司、银行、保险公司等金融机构的培训教材。

<<现代国际商务英语>>

书籍目录

Part 1 Business Theory

Chapter 1 Business Operation Pattern

1.1 Single Proprietorships

1.2 Partnerships

1.3 Corporation

Chapter 2 International Trade

2.1 Overview of International Trade

2.2 Electronic Commerce

Chapter 3 WTO

3.1 History of WTO

3.2 Organization and Structure of WTO

3.3 Agreements of WTO

3.4 Benefits of WTO Trading System

3.5 China's Accession to WTO

Chapter 4 Foreign Exchange

4.1 Introduction of Foreign Exchange

4.2 Foreign Exchange Margin Transactions

Part 2 Business Practice

Chapter 5 International Trade Terms

5.1 Summary of International Trade Terms

5.2 International Practice

5.3 INCOTERMS 2010

5.4 Use of INCOTERMS 2010

Chapter 6 Bill of Lading

6.1 Functions of Bill of Lading

6.2 Classification of Bill of Lading

Chapter 7 Marine Insurance

7.1 Perils of the Sea

7.2 Ocean Average

7.3 Insurance Clause in Contract

Chapter 8 Payment in International Trade

8.1 Instruments of Payment

8.2 Methods of Payment

Chapter 9 Inspection, Claim, Force Majeure and Arbitration

9.1 Commodity Inspection

<<现代国际商务英语>>

9.2 Commodity Claim

9.3 Force Majeure of Commodity

9.4 Arbitration of Commodity

Part 3 Business Letter

Part 4 Business Accounting

参考文献

<<现代国际商务英语>>

章节摘录

A business enterprise may be organized as a single proprietorship , a partnership , or a corporation. We will look at the single proprietorship in this unit and the other two forms of organization will be discussed in the next two units. A business owned by one person is called a single proprietorship. Often the owner also acts as the manager. This form of business organization is common for small retail stores and service enterprise , for farms , and for professional practice in law , medicine , and public accounting. In fact , the single proprietorship is the most common form of business organization in western economy. Most of these businesses , however , tend to be relatively small.

<<现代国际商务英语>>

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>