

<<商务英语函电>>

图书基本信息

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内容概要

随着全球经济一体化步伐的加快，世界各国在科学技术和商贸经济等领域进行了日益广泛的国际合作与交流；自中国加入WTO以来，中国的对外经济贸易也日益增多。因此，各行各业尤其是外向型企业对精通英语的商务人才的需求在不断增加，并对英语人才的质量提出了更高的要求。

在这种大前提之下，培养英语语言能力强、掌握一定经贸理论知识、能运用有关经济贸易知识从事商务工作的复合型人才便是我们应用型本科院校的当务之急。

在对外经贸大学出版社的策划下，“全国应用型本科商务英语系列规划教材”出炉了，《商务英语函电》——《商务英语函电》便是这套系列教材当中的一本立体化的规划教材。

它适合于英语专业的商务英语方向学生、商务英语专业学生以及国际贸易类、经济管理类专业学生使用。

《商务英语函电》教材的写作特点为：一、将新的商务英语研究成果吸收渗透到教材中；二、强调能力的培养，加大技能训练的比重；三、注重语言应用能力的训练，突出相关技巧的指导，尤其是写作能力的指导；四、强调词汇学习的重要性，尤其是商务英语专业词汇的学习，贯穿于整个商务英语函电教学中；五、注重国际商务知识的渗透，将国际贸易基础知识适量加入教材当中，有助于学生对本课程的学习；六、在编写体例上，探索模块教学，便于学生理清教材的知识体系，迅速、系统、牢固地掌握知识；七、强调任务型教学、多媒体教学、启发式教学在本课程当中的运用（本教材配有多媒体课件，使用本教材的教师可登陆）；八、注重教材的实用性，强调应用型学生的培养；九、倡导教师的课堂教学与学生的自主学习相结合；十、本教材的使用方便，课后的练习题答案可在网上自行下载，便于自学。

书籍目录

Unit One Business Letter-Writing and Its Layout

Part One: Teaching Aims and Requirements

Part Two: Study of Business Letter-Writing

Part Three: Notes

Part Four: Exercises

Unit Two Faxes and E-mails

Part One: Teaching Aims and Requirements

Part Two: Study of Fax

Part Three: Study of E-mail

Part Four: Notes

Part Five: Exercises

Unit Three Establishing Business Relations

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Four Enquiries and Replies

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Five Offers and Counteroffers

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Six Letters of Ordering

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Seven Terms of Payment

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Eight Shipment

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

<<商务英语函电>>

Part Four: Associative Thinking

Part Five: Exercises

Unit Nine Insurance

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Ten Complaints and Adjustments

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Eleven Sales Letters

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Letters

Part Four: Associative Thinking

Part Five: Exercises

Unit Twelve Common Business Documentation

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Commercial Invoice

Part Four: Associative Thinking

Part Five: Exercises

Unit Thirteen Contract

Part One: Teaching Aims and Requirements

Part Two: Study of Background Knowledge

Part Three: Study of Sample Contract

Part Four: Associative Thinking

Part Five: Exercises

Bibliography

章节摘录

The layout or the format of a letter refers to the way a message is laid out on a page , including the use of spacing , underlining and capital letters. Although formality in modern business correspondence is rapidly giving way to a less conventional and friendlier style , the layout of the letter still follows a more or less set pattern determined by custom. Choice of formats is a matter of personal taste , but it is better to follow established practice to which the business world has become accustomed.

1. The Styles of the Business Letter The business letter has a history of thousands of years and it has undergone a lot of changes in its language , style and format. From the traditional format it has developed a variety of styles ranging from the block style , the mixed style , simplified style , etc. the reason being the rapid growth of international trade. In today's business world , people no longer spend much time or efforts on writing/drafting a message with trite or wordy phrases ; instead , they pay much attention to the effectiveness of business communicating and the working efficiency of the business persons. Thus , the tendency of business letter writing is toward simplicity , plainness , casualness and friendliness which are discussed through the whole textbook.

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