

<<商务英语>>

图书基本信息

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内容概要

《全国高等院校国际商务英语统编教材：商务英语（综合业务）》详述了21世纪如何制定与实施企业国际战略，内容涵盖了国际商务调研及进入市场方式抉择的项目可行性研究。进出口理论和实务操作、国际金融业务、跨国公司业务、国际营销、国际信贷与招标、国际技术贸易、国际服务贸易、电子商务、国际经济法、国际商务组织等相关业务知识。每章后附有启发性问题、案例及大量商务英语练习。

书籍目录

CHAPTER I INTERNATIONAL STRATEGIES SECTION I THE ROLES OF STRATEGY SECTION II COMPONENTS AND HIERARCHY OF INTERNATIONAL STRATEGY SECTION III INTERNATIONAL STRATEGY FORMULATION SECTION IV STRATEGY IMPLEMENTATION SECTION V INTERNATIONAL STRATEGIES AND MANAG~CHAPTER II INTERNATIONAL BUSINESS RESEARCH AND MARKET ENTRY MODES SECTION I INTERNATIONAL BUSINESS ENVIRONMENT SECTION II INTERNATIONAL BUSINESS RESEARCH SECTION III THE MODE OF INTERNATIONAL MARKET ENTRYCHAPTER III INVESTMENT PROJECT FEASIBILITY STUDY SECTION I PROJECT BACKGROUND AND OBJECTIVES SECTION II MARKET ANALYSIS AND PROJECT SCALE SECTION III PROJECT SITE SELECTION SECTION IV TECHNOLOGY, EQUIPMENT AND ENGINEERING PROGRAM SECTION V ORGANIZATION AND HUMAN RESOURCE ASSIGNMENT SECTION VI PROJECT IMPLEMENTATION SCHEDULE SECTION VII INVESTMENT ESTIMATION SECTION VII FINANCING PLANNING SECTION IX FINANCIAL ANALYSIS SECTION X ECONOMIC ANALYSIS SECTION XI SOCIAL ASSESSMENT SECTION XII RISK ANALYSIS SECTION XIII CONCLUSION AND RECOMMENDATIONCHAPTER IV INTERNATIONAL TRADE THEORIES AND PRACTICES (PART ONE) SECTION I INTERNATIONAL TRADE THEORIES SECTION II EXPORT AND IMPORT PROCEDURE SECTION III TRADE TERMSCHAPTER V INTERNATIONAL TRADE THEORIES AND PRACTICES (PART TWO) SECTION I INTERNATIONAL INSURANCE AND TRANSPORTATION SECTION II PAYMENT OF INTERNATIONAL TRADECHAPTER VI INTERNATIONAL FINANCIAL INTEGRATED OPERATIONS SECTION I FOREIGN EXCHANGE AND FOREIGN EXCHANGE RATE SECTION II FOREIGN EXCHANGE TRANSACTIONS SECTION III INTERNATIONAL FINANCIAL MARKETS SECTION IV INTERNATIONAL TRACE FINANCINGCHAPTER VI BUSINESS ACTIVITIES OF MULTINATIONAL ENTERPRISES SECTION I AN INTRODUCTION TO MULTINATIONAL ENTERPRISES SECTION II INVESTMENT MADE BY MULTINATIONAL ENTERPRISES SECTION III MARKETING AND PRODUCT DEVELOPMENT OF MNES SECTION IV LOGISTICS AND MATERIALS MANAGEMENT IN MNES SECTION V HUMAN RESOURCE MANAGEMENT IN MNESCHAPTER VIII MARKETING STRATEGIES (PART ONE)CHAPTER IX MARKETING STRATEGIES (PART TWO)CHAPTER X INTERNATIONAL CREDIT AND INTERNATIONAL TENDERING CHAPTER XI MANAGEMENT OF OVERSEAS SMALL AND MEDIUM-SIZED ENTERPRISES CHAPTER XII INTERNATIONAL TECHNOLOGY TRADE CHAPTER XIII INTERNATIONAL TRADE IN SERVICES CHAPTER XIV ELECTRONIC COMMERCECHAPTER XV INTERNATIONAL BUSINESS LAWCHAPTER XVI INTERNATIONAL ECONOMIC/TRADE ORGANIZATIONSAND FREE TRADE ZONES

媒体关注与评论

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