

<<外贸函电>>

图书基本信息

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内容概要

本书立足于“转变教育观念，改革人才培养模式，积极实行启发式和讨论式教学，激发学生独立思考和创新意识”的精神，对有关外经贸专业的教学方法以及教学内容等进行了有益的尝试，力争做到实用性、针对性、技能性和知识性的有机结合。

全书内容涵盖了书信结构、包装、装运、保险、支付、索赔和理赔、建立业务关系、询盘、报盘和还盘、成交，以及代理、投资、加工装配贸易和补偿贸易等其他贸易方式，并根据外贸新的发展形势和要求增加了“制单”一章。

全书旨在通过课文和练习训练使学生能较好地掌握本章所学的知识，加深对本学科基本概念和基本技能的掌握，以更好地适应形势发展和就业的需要。

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书籍目录

Part I Layout of a Business Letter Part II Terms of Contract Chapter I Shipment Introduction Lesson1 Packing Requirement Lesson2 Inner Packing Lesson3 Partial Shipment Lesson4 Shipping Instructions Lesson5 Shipping Advice Optional Letters Useful Sentences on Shipment Chapter II Insurance Introduction Lesson6 Insurance Practice Lesson7 Covering Additional Risks Lesson8 Covering Insurance for the Buyer Optional Letters Useful Sentences on Insurance Chapter III Payment Introduction Lesson9 Request for Payment by T/T Lesson10 Asking for Payment by D/P Lesson11 Asking for Payment by D/A Lesson12 (A) Urging an L/C (B) Notifying the Exporter Lesson13 A Specimen L/C Lesson14 Asking for L/C Amendment Lesson15 Extension of an L/C Optional Letters Useful Sentences on Payment Chapter IV Complaints and Claims Introduction Lesson16 Complaining of Inferior Quality Lesson17 Claim for Damage Lesson18 Claim for Short Delivery Lesson19 Settlement of a Claim Lesson20 Declining a Claim Optional Letters Useful Sentences on Complaints and Claims Part III Business Negotiation and Contract Chapter V Establishment of Business Relations Introduction Lesson21 A Letter from an Exporter Lesson22 A Letter from an Importer Lesson23 A Reply Chapter VI Enquiries, Offers and Counter—offers Chapter VII Conclusion of Business Part IV Miscellaneous Materials Part V Documentation Chapter I Introduction Chapter II Letter of Credit Chapter III Bill of Exchange Chapter IV Commercial Invoice Chapter V Marine Bill of Lading Chapter VI Insurance Policy Chapter VII Packing List Chapter VIII Certificate of Origin Chapter IX Inspection Certificate Part VI Appendix Chapter I Electronic Mail(E—mail) Chapter II Fax Chapter III Telex

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