

<<外贸函电>>

图书基本信息

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内容概要

《高职高专“十二五”规划教材·经济管理类：外贸函电》以工作项目为主导，以贸易流程为线索，突出培养实践性及商务信函写作能力。

《高职高专“十二五”规划教材·经济管理类：外贸函电》共涉及建立业务关系、资信查询、询盘与回复、促销、发盘与还盘、订购与确认订购、支付、包装、装运、保险、信用证、索赔与理赔等内容。

每一单元包括学习目标、项目引入、知识准备、样信、写作总结、实训、练习、补充实物等环节，通过介绍、指导贸易各环节信函写作的具体方法，辅以样信，并通过实训及充分练习，使学生切实提高商务英语信函写作水平。

《高职高专“十二五”规划教材·经济管理类：外贸函电》形式新颖、内容丰富、操作性强，特别注重学生写作技能的训练。

《高职高专“十二五”规划教材·经济管理类：外贸函电》可作为高职高专商务英语、国际贸易、金融、经济管理、电子商务等专业的外语课程教材，也可供有关专业及外贸商务从业者参考。

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