

<<外贸英语函电>>

图书基本信息

书名：<<外贸英语函电>>

13位ISBN编号：9787811345506

10位ISBN编号：7811345501

出版时间：2009-9

出版时间：对外经济贸易大学出版社

作者：徐美荣 编

页数：200

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>

<<外贸英语函电>>

内容概要

“新世界商务英语系列教材”是对外经济贸易大学出版社联合对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院、天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等院校推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。

本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本书为该系列之《外贸英语函电》的辅导用书。

<<外贸英语函电>>

书籍目录

Chapter One Written Communication -- An Overview Key to Skill Training & Exercises
 Chapter Two Establishment of Business Relations Letter 1 Self-introduction Letter 2 Transferring business relations Letter 3 Request for establishment of business relations Letter 4 The first touch Letter 5 Credit inquiry Letter 6 Favorable reply from the bank Letter 7 Unfavorable reply from the bank Key to Skill Training & Exercises
 Chapter Three Inquiries & Replies Letter 1 Requesting for catalogues and price lists Letter 2 The first inquiry Letter 3 General inquiry Letter 4 Specific inquiry Letter 5 Tabulated inquiry Key to Skill Training & Exercises
 Chapter Four Making Quotations and Offers Letter 1 A reply to the general inquiry Letter 2 A reply to the specific inquiry Letter 3 Asking for pro forma invoice Letter 4 A tabulated quotation Letter 5 Making free offers Key to Skill Training & Exercises
 Chapter Five Making Counteroffers & Declining Orders Letter 1 Making a counteroffer Letter 2 A reply to the counteroffer Letter 3 Acceptance of a counter offer Letter 4 Declining the counteroffer Letter 5 Declining orders Letter 6 Declining a duplicate order Key to Skill Training & Exercises
 Chapter Six Acceptance and Orders Letter 1 An initial order Letter 2 Acknowledgement of an order Letter 3 Placing a repeat order (A tabulated repeat order) Letter 4 Sending a S/C with counter-signature Letter 5 A reply from the seller Key to Skill Training & Exercises
 Chapter Seven Terms of Payment Letter 1 Asking for payment by term L/C Letter 2 Asking for easier payment Letter 3 Declining term L/C Letter 4 Asking for payment by D/A Letter 5 Declining D/A payment Letter 6 Asking for direct payment by the buyer Letter 7 Agreeing to the proposal for direct payment Key to Skill Training & Exercises
 Chapter Eight Letter of Credit Letter 1 Urging establishment of an L/C Letter 2 Advising of the establishment of an L/C Letter 3 Asking for extension of the L/C Letter 4 Asking for amendment to the L/C Letter 5 Asking for amendment to the L/C Key to Skill Training & Exercises
 Chapter Nine Packing and Shipment Letter 1 Shipping marks Letter 2 Shipping instruction Letter 3 Shipping advice Letter 4 Urging shipment Letter 5 Asking for partial shipment Letter 6 Inquiry for container shipping service Key to Skill Training & Exercises
 Chapter Ten Insurance Letter 1 Taking out an open policy Letter 2 Effecting insurance for the buyer Letter 3 Asking the recipient to cancel breakage risk Letter 4 Insurance company writes to the insurer Letter 5 Asking to cover insurance Letter 6 Arranging insurance Key to Skill Training & Exercises
 Chapter Eleven Complaints and Claims Letter 1 Complaint of improper packing Letter 2 Settlement for improper packing Letter 3 Complaint for delayed shipment Letter 4 Settlement of the delay Letter 5 Claim for short weight Letter 6 Settlement of the claim Letter 7 Declining the claim Key to Skill Training & Exercises
 Chapter Twelve Agency Letter 1 Applications for sole agency Letter 2 Manufacturer's reply Letter 3 Offering to act as buying agents for importer Letter 4 Manufacturer's confirmation of agency terms Key to Skill Training & Exercises
 Chapter Thirteen E-Mails Key to Skill Training & Exercises

章节摘录

Paying for goods supplied in domestic trade is a fairly simple matter because payment can be made either in advance or within a reasonable short period after delivery. But this problem is much more complicated in foreign trade. Must the seller wait perhaps several months for his money or shall the buyer pay several months in advance before seeing his goods ?

Clearly, the seller runs certain risks of non-payment if he surrenders goods before payment has been made. As it is not always possible for the seller personally to collect payment before delivery, the appointment of agents for this purpose in the importer's countries becomes necessary. This function is usually entrusted to the bank, who has branches or correspondent banks in most towns or cities overseas. The most generally used method of payment in the financing of international trade is the letter of credit (abbreviated to L/C), which is a reliable and safe method of payment, facilitating trade with unknown buyers and giving protection to both sellers and buyers. The process of issuing a letter of credit starts with the buyer. He instructs his bank to issue an L/C in favor of the seller for the amount of purchase. The buyer's bank (the opening bank) sends to its correspondent bank in the seller's country the L/C, giving instructions about the amount of the credit, the beneficiary, the currency, the documents required and other special instructions. The correspondent bank advises the seller of the receipt of the credit. Sometimes a seller requires a confirmed L/C. In this case, the correspondent bank usually adds its confirmation, and advises the seller of the same; the seller will then dispatch the goods accordingly.

<<外贸英语函电>>

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>