

《外贸出口英语（英汉对照本）》

图书基本信息

书名：《外贸出口英语（英汉对照本）》

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内容概要

内容简介

本书系英国BBC为具有一定英语基础的外贸出口业务人员编写的广播电视英语教学系列教材。内容是以一家生产摩托车的家族公司拓展出口业务为线索展开的生产经营方方面面的十个故事：交易；出口；市场营销和促销；作价和销售；代理行；工作条件 国际贸易和外汇；公司机构；交易条件和限制；（（10））支付方式。为适合我国读者学习参考，现将课文、练习及情景对话译成中文，并补充若干外贸出口业务基础知识。

书籍目录

Introduction

About this book

EPISODE 1

Programmed unit: TRADING

Glossary

Listening comprehension: HOMECOMING

Exercises:

1. Look/sound/feel/taste/smell

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3. Present perfect tense + ye/already

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A memo

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6. Writing a memo

EPISODE 2

Programmed unit EXPORTING

Glossary

Listening comprehension: THINKING ABOUT EXPORTING

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2. Offers and requests on the telephone

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EPISODE 3

Programmed unit: MARKETING AND PROMOTION

Glossary

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EPISODE 4

Programmed unit PRICING AND SALES

Glossary

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2. Emphasis

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EPIISODE 5

Programmed unit: AGENTS

Glossary

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EPIISODE6

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Glossary

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EPIISODE 7

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Glossary

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EPIISODE 8

Programmed unit COMPANY FORMATION

Glossary

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EPISODE 9

Programmed unit: TRADE RESTRICTIONS

Glossary

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EPISODE 10

Programmed unit METHODS OF PAYMENT

Glossary

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ANSWERS

Episode 1: Story tapescript

Answers to exercises

Episode 2: Story tapescript

Answers to exercises

Episode 3: Story tapescript

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Answers to exercises

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Answers to exercises

Episode 8: Story tapescript

Answers to exercises

Episode 9: Story tapescript

Answers to exercises

Episode 10: Story tapescript

Answers to exercises

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