

《外经贸函电教程》

图书基本信息

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《外经贸函电教程》

内容概要

《国际商务英语丛书:外经贸函电教程(第2版)》是一本国际经济与贸易专业核心课程的实战教程,取材真实,内容覆盖面适当,包括外贸交易过程的所有环节,如:与外方建立业务关系、资信调查、询盘、发盘、还盘、促销、下订单、签约、包装、投保、装运、索赔理赔、安全收汇以及参加展会、灵活贸易、各种商务活动的文件处理等等。

《国际商务英语丛书:外经贸函电教程(第2版)》内容翔实,结构严谨,反映了当今世界进出口业务现实与最新变化,例文能真切反映交易的实际过程,注重培养学生的实际应用能力,更加贴近学生的就业需求。全书按教学法原理编排,体例设计符合教学需要。

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编辑推荐

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