

《国际商贸英语函电教程》

图书基本信息

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内容概要

《国际商贸英语函电教程》按进出口业务环节的先后分章编写，用较为通俗的英语系统介绍国际商贸函电的基本格式、写作特点、国际商贸过程的各个主要环节及每个环节所涉及的代表性信函；编入了常用合同及单证，通过实例使学生了解合同及各种常用单证的格式，以加强学生用英语处理进出口业务往来函电、签订合同和制作单证的实际操作能力。高等职业教育的办学宗旨是培养基层和生产第一线技术应用型人才，强调基本素质和技能的培养，注重针对性和实用性，从而造就基本功扎实、操作能力强的复合型、实用型人才。随着全球经济一体化、我国加入WTO以及信息技术的迅速发展，国际商贸函电从内容到形式都发生了巨大变化，对人才培养也有了新的要求。《国际商贸英语函电教程》根据高职院校函电教学大纲，在保留和吸收现有函电教材优点的基础上，大胆改革教学内容和教学方法，以符合教学大纲确定的培养目标以及国际贸易的发展趋势。

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