

# 《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：9787811347180

10位ISBN编号：7811347180

出版时间：2010-8-1

出版社：对外经济贸易大学出版社

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页数：189

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## 内容概要

《外贸英语函电》立足于启发式教学，突出“教、学、做”一体的理念，按国际贸易的各个环节构建教学内容，共设有商业书信的结构、建立业务关系、询盘发盘和还盘、成交、包装和装运、保险、支付方式、索赔和理赔八个教学单元。每个单元包括：相关问题讨论、写作指导、课文学习、课后练习、常用表达法和实训内容。讨论问题是为了回顾与国际贸易相关的知识，对英文函电的学习起到铺垫作用。每课课后练习紧紧围绕所学课文中的短语和表达方法，通过反复练习加以巩固。本教材的特色是每单元后面的实训练习，其中的很多材料来自外贸企业的真实案例，具有很强的实用性和综合性。在《外贸英语函电》最后，我们附上了七套技能测试题，以便检验学习效果。

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## 书籍目录

Unit 1 Language Features and Layout of a Business Letter  
Unit 2 Seeking New Clients and Establishing Business Relations  
Unit 3 Enquiries, Offers and Counter-offers  
Unit 4 Acceptance  
Unit 5 Packing and Shipment  
Unit 6 Insurance  
Unit 7 Terms of Payment  
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APPENDIX Terms of International Economics and Trade  
对外经贸术语

## 章节摘录

1. Clarity Above all , a business letter must be clear and easily understood. If your letter is ambiguous , it might bring trouble to yourself as well as to your reader. While presenting an idea , you need to follow a clear logic. To avoid ambiguity and confusion , you should use simple and accurate words , short and simple sentences where appropriate.

2. Conciseness To be concise is to express a message completely in as few words as possible. In business correspondence , this means increased effectiveness and decreased cost. Wordy expressions and redundancies are the major blunders to overcome.

3. Courtesy The principle of courtesy requires one to be thoughtful and polite in writing a business letter. If you put yourself in the reader's shoes , considering his or her needs , problems and emotions , your letter will most probably be appreciated. Normally , punctuality is stressed as an important aspect of courtesy in business correspondence. A prompt letter is always more valued than a delayed one.

4. Completeness Like any other letter , a good business letter should be complete , providing all the information and data necessary for a specific issue. If any necessary piece of information is lacking , the reader will have to write another letter. It will not only waste time , energy and money , but also damage the image of your company.

## 精彩短评

1、比较老的版本，内容还OK吧

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