

《新编外贸英语函电》

图书基本信息

书名：《新编外贸英语函电》

13位ISBN编号：9787811349511

10位ISBN编号：7811349515

出版时间：2011-6

出版社：北京对外经济贸易大学出版社有限责任公司

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页数：192

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内容概要

《新编外贸英语函电》是一门语言与专业课程（国际贸易实务、进出口业务等多个领域）的结合体。它的特点就是以英语语言为工具、以培养商务写作技能为目标的专业技能课。基于这一特点，以典型工作任务分析为依据，将本教材开发为三个学习情境（客户的开发与维护、合同的磋商与签订、合同的履行），采用十个模块，以进出口两家公司的角色来完成一笔具体的进出口业务，实现了真正意义上的理论与实践一体化。同时，本教材详尽介绍了当今商务函电往来的新知识和流行趋势；设置了学习目标、知识导入、知识输入（任务提出、案例讨论分析、归纳写作步骤、样例信函分析和样例信函自学）、知识吸收、知识输出（模拟实训）等内容，充分满足高职高专学生的学习需求。

书籍目录

Part I Basic Knowledge of Business Letter Writing

Module One Written Communication——An Overview

1. Parts of a Business Letter
2. Format of Business Letters
3. Envelope Addressing
4. Language and Tone
5. Structuring Communications
6. E-mails

Intake

Part II Customers Development & Maintenance

Module Two Establishment of Business Relations

- Specimen Letters for Analysis
- Specimen Letters for Self-study

Intake

Output

Module Three Inquiries and Replies

- Specimen Letters Analysis
- Specimen Letters for Self-study

Intake

Output

Module Four Making Quotations and Offers

- Specimen Letters for Analysis
- Specimen Letters for Self-study

Intake

Output

Part III Negotiation & Signing Contracts

Module Five Making Counteroffers and Declining Orders

- Specimen Letters for Analysis
- Specimen Letters for Self-study

Intake

Output

Module Six Acceptance and Orders

- Specimen Letters for Analysis
- Specimen Letters for Self-study

Intake

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Module Seven Terms of Payment

- Specimen Letters for Analysis
- Specimen Letters for Self-study

Intake

Output

Part IV Execution of Contracts

Module Eight Letter of Credit

- Specimen Letters for Analysis
- Specimen Letters for Self-study

Intake

Output

Module Nine Packing and Shipment

Specimen Letters for Analysis

Specimen Letters for Self-study

Intake

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Module Ten Insurance

Specimen Letters for Analysis

Specimen Letters for Selfstudy

Intake

Output

Module Eleven Complaint and Claim

Specimen Letters for Analysis

Specimen Letters for Selfstudy

Intake

Output

Appendix 1 Contract合同

Appendix 2 SWIFT信用证

Appendix 3 Invoice and Other Certificates发票及单据

Appendix 4 MaritimePort海运港口

Appendix 5 Airport(Airdrome)世界主要航空港(站)(机场)

Appendix 6 Useful Phrases and Expressions

参考文献

章节摘录

1) The Seller shall , 60 days before the date of shipment stipulated in the Contract , advise the Buyer by fax of the Contract number , description of goods , quantity , invoice value , number of cases , gross weight , dimensions and date of readiness at the port of shipment for the Buyer to book shipping space. Should any case reach or exceed 20 metric tons in weight , 10 meters in length , 3.4 meters in width and 3 meters in height , the Seller shall provide the Buyer with 5 copies of packing drawing indicating the detailed dimensions and weight , 50 days before despatch of the goods so as to enable the Buyer to make shipping arrangements. 2) Booking of shipping space shall be attended to by the Buyer's shipping agent , the China National Chartering Corporation , Beijing , China. 3) The Buyer shall , 10 days before the estimated date of arrival of the vessel at the port of shipment , notify the Seller of the name of vessel , estimated date of loading and Contract number for the Seller to arrange for shipment. The Seller is required to get in close contact with the Buyer's shipping agent. Should it be necessary to change the vessel or should the arrival date of the vessel be either advanced or postponed , the Buyer or the shipping agent shall advise the Seller in due time. Should the vessel fail to arrive at the port of shipment within 30 days after the arrival date of advised by the Buyer , the Buyer shall bear the storage and insurance expenses incurred from the 31 st day. 4) Should the Seller fail to have the goods ready for loading when the vessel arrives at the port of shipment on time , the Seller shall be liable for any dead freight or demurrage. 5) The Seller shall bear all expenses and risks of the goods before they pass over the rail of the vessels and are released from the tackle. After the goods have passed over the rail of the vessel and have been released from the tackle , all expenses of the goods shall be for the Buyer's account.

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精彩短评

- 1、书很新，发货比较快，支持当当
- 2、最满意的就是快递了，但是书本很脏，很多灰尘，而且有两本书本有卷角现象。
- 3、书里面的各种书信格式及用法都介绍的很详细，对于初学者来说也比较容易接受，很好
- 4、书不厚 纸也不厚，内容丰富，送来的时候书破了一个小角，透明胶带粘一下就好了
- 5、想学习邮件写法的可购买，写邮件一定要注意用词，以及语气，让客人更容易接受者为妙。
- 6、书很新，发货比较快，我很喜欢
- 7、书很不错 言简意赅 内容全面
- 8、以前写些相关外贸函电都不注意格式，看了后很有帮助，在这方面提升了不少
- 9、帮朋友买的，作为学校的教材，她还满意。
- 10、我在教这门课啊，累啊
- 11、书是崭新的，纸张也很好，看着就想读下去。赞一个!

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