

<<商务英语>>

图书基本信息

书名：<<商务英语>>

13位ISBN编号：9787030229069

10位ISBN编号：7030229061

出版时间：2008-10

出版时间：科学出版社

作者：张虹，郭丙武 主编

页数：339

字数：502000

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务英语>>

内容概要

本书共分16个单元，主要内容包括商务交流、商务信息、市场营销、谈判、询盘、报盘、还盘、递盘、反还盘、订货及订单执行、商务合同、支付、信用证、保险、索赔与理赔、包装、运输、代理、备忘录和公告等，结构清晰、内容丰富、适用性强。

本书可作为高等职业院校、高等专科学校、成人高等院校及本科院校下设的二级职业技术学院、继续教育学院和民办高校的管理、文秘、经济、商务英语、国际贸易及其他相关专业学生的教材，也可作为五年制高职院校、中等职业学校相关专业的教材，还可供社会相关从业人士参考使用。

书籍目录

Unit 1 Commercial Communication Part A Introduction of Company and Product Applied Writing Part B Making Business Arrangements PracticeUnit 2 Commercial Information PartA Business Information Collecting Applied Writing Part B The Processing and Transmitting of Commercial Information. PracticeUnit 3 Marketing Part A Marketing Channels Applied Writing Part B Brand and Price PracticeUnit 4 Marketing Part A Promotion and Advertising Applied Writing Part B Image and Services PracticeUnit 5 Negotiation Part A Negotiation Techniques Applied Writing Part B The Nature of Cross-cultural Negotiation PracticeUnit 6 Inquiry and Offer Part A Inquiry Applied Writing Part B Offer PracticeUnit 7 Counter-Offer, Bid and Counter-Counter-Offer Part A Counter-Offer and Bid Applied Writing Part B Counter-Counter-Offer PracticeUnit 8 Orderand Fulfillment Part A Acceptance and Order Applied Writing Part B Declining an Order PracticeUnit 9 Business Contract Part A Business Contract Applied Writing Part B Sale Contract PracticeUnit 10 Payment Part A The Method of Payment Applied Writing Part B Digital Wallet and Electronic Check PracticeUnit 11 Payment Part A An IntroductionofL/Cs Applied Writing Part B Application for a Letter of Credit PracticeUnit 12 Insurance Part A Insurance Applied Writing Part B Sharing Economic Losses Through Insurance PracticeUnit 13 Claim and Adjustment Part A Claim Applied Writing Part B Adjustment PracticeUnit 14 Packing and Shipment Part A Packing Applied Writing Part B Shipment PracticeUnit 15 Agency Part A Agency Applied Writing Part B What to Be Covered in Agency Agreement.. PracticeUnit 16 Memoranda and Notice Part A Memoranda Applied Writing Part B Notice PracticeReference Answers Unit 1 Unit 2 Unit 3 Unit 4 Unit 5 Unit 6 Unit 7 Unit 8 Unit 9 Unit 10 Unit 11 Unit 12 Unit 13 Unit 14 Unit 15 Unit 16References

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>