

<<外贸英语函电>>

图书基本信息

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前言

随着对外开放的扩大，中国经济参与世界经济的程度不断提高，与世界经济的联系日益紧密。作为与世界经济联系重要渠道之一的对外贸易，内容不断丰富，形式日趋多样化。科学技术的飞速进步，一方面大大拓展了国际贸易的领域，增添了新的国际贸易内容；另一方面，新科技成果运用到国际贸易业务中来，大大提高了国际贸易的效率，便利了国际贸易的运营。中国社会主义市场经济体制建设目标的确立，我国对外贸易经营管理体制发生了根本性转变，一大批各种性质的企业获得对外贸易经营权，涌入对外贸易领域。

所有这些都促进了对外贸易人才的培养和国际贸易学科的建设，同时也对国际贸易人才培养，对从事国际贸易人才的基本素质和知识结构，进而对国际贸易学科的建设提出了新的要求。

对外贸易事业的发展，国际贸易人才需求的增加，促进了高等院校国际贸易学科的发展。

改革开放以来，大专院校加强了国际贸易学科建设，众多高校设立了国际经济与贸易专业。

据不完全统计，目前，设有国际经济与贸易专业的高等院校约380所，高等职业学校约490所。

这些国际经济与贸易专业的设立，大批国际贸易专门人才的培养，满足了我国对外贸易事业发展对专业人才的基本需求，为我国对外贸易事业发展提供了人才保障。

与此同时，各大专院校在培养对外贸易人才的过程中，十分重视国际贸易学科体系的建设，开辟了许多新的学科领域，引进和开创了许多新的课程和教材，为完善国际贸易学科体系、保障人才知识结构更新、适应我国对外贸易事业发展需要做出了贡献。

各相关出版社也出版了不少好的教材和图书。

然而，国际贸易学科建设任重而道远，需要不断根据变化了的形势和新的业务领域补充新的内容，开辟新的领域；需要几代学者的不懈努力；需要不断地继承与发展，推陈与出新。

为此，电子工业出版社在广泛深入调查研究的基础上，从当前国际贸易事业发展对人才知识结构的要求出发，根据学科发展和教学实际需要，从偏重国际贸易运作实务角度，策划了这一套教材。

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内容概要

《外贸英语函电》结合国际贸易实务的各个环节，通过对业务知识的简明介绍，引入相关函电的写作，使学生能够将国际贸易实务的知识和相关专业英语融会贯通，从而熟练掌握和运用不同业务背景下的函电写作。

书中通过大量的实例介绍外贸函电的特点、格式和结构，每章都辅以常用的外贸词汇及句型，同时还配有教学PPT、练习题和答案要点等，具有系统性、实践性和实用性。

《外贸英语函电》不仅适用于本科教学，也适合从事对外贸易工作人员、研究人员的参考与学习。

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章节摘录

A large part of international business is conducted by means of correspondence , therefore it is of the utmost importance for students to learn how to write good business letters that present ideas interestingly and clearly to enable readers to understand with the least possible effort. It is a fact that beginners often feel it difficult to express their ideas effectively in English. The main reason is that English is not their mother tongue; Furthermore , as business correspondence always closely relates to particular business in the field of international trades , which requires specialized knowledge and flexibility to handle such correspondence. However , the ability to write good business letters can be cultivated through constant study and practice. An old saying has it that with time and patience the leaf of mulberry becomes satin. So whenever you get an opportunity , practice writing in terms of various business situations , and then make amendments to the letters written until you find they meet your intended objectives. If you repeatedly do it in this way and exert your best efforts to polish your English writing at all times , you will naturally improve your writing skills. By the time you are out of the school , you will be in a position to work successfully. In this unit , we will learn the basic structure of business letters. In the course , besides using words in the word lists given by the teacher , the students are encouraged to use their own dictionaries or Internet search engine to find English words for the exercises or other subjects not in the textbook , in order to gain the ability to write letters for establishing good business relations.

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编辑推荐

《外贸英语函电》针对本科国际经济与贸易、国际商务专业实务性课程，知识体系完整。注重实务性和岗位技能的要求，突出案例教学。反映国际经济与贸易学科的最新发展，以及国际经济与贸易领域最新知识。体例设计统一，每《外贸英语函电》都设置了丰富的栏目，包括引导案例、应用案例、相关链接等。配有教学资料包，包括教学PPT、复习题、模拟训练题及答案要点，以及相关阅读资料，读者可从网上下载。

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