

<<外贸英语函电>>

图书基本信息

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前言

随着全球经济一体化时代的来临,以及对外开放的不断扩大和深入,中国对外经济发展也越来越快。

到目前为止,中国已经是世界上第三大贸易国。

随着对外经济贸易的进一步高速发展,中国贸易国际化程度将进一步加深,各行各业对外贸易业务往来将更加频繁,更多的企业和部门将直接参与到对外经济贸易活动中去,这毫无疑问地就需要大量既懂外语又懂外贸业务的专业人才。

外贸英语函电作为对外经济贸易往来中常用的联系方式,是开展对外经济贸易业务和相关国际商务活动最主要的工具。

如何适应国内外经济贸易发展的需要,促进中国市场经济与国际的进一步接轨,推广外贸业务英语的实际应用,正确掌握外贸英语函电的基本知识并熟练地加以运用,写出地道、纯正、规范的国际商务信函,准确地表达经营意图和决策,是外贸工作者必须具备的专业技能和素质。

目前国内高等院校非常重视对外经贸人才的培养,社会对这方面人才也有旺盛的需求,越来越多的人关注商务英语、外贸英语方面的知识,不断提升专业英语水平和技能。

正是因为如此,现在市场上的经贸类专业英语书籍非常受欢迎。

为使本书更能符合教学要求,满足学习者适应对外经济贸易业务活动中各种信函的写作需要,帮助学习者系统地、完整地学习和掌握对外经济贸易业务信函的格式、专业用语、行文方法以及问题特点,提高学习者正确使用英语的能力,增加其对外进行各项业务联系活动的的能力,笔者结合多年的教学经验,通过与外贸进出口公司相关人员的直接合作,并参考在英国作访问学者期间所获得的相关资料,经多年努力编写而成。

本书依据国际贸易通行惯例,共分18个单元,内容包括外贸/商务英语书信格式、写作原则、外贸业务关系的建立、询价与回复、报盘与还盘、促销、订购与确认、包装、运输、付款方式、保险、代理、投诉与处理、电传、传真与E-mail、英文合同、贸易形式、商务社交信函等方面。

每章包括信函的写作要求、知识和技巧,以及相关业务知识的简介;信样部分共有8-12封样信,每封样信后面都有写作评述,讲解该封信函的写作特点及优缺点,表述是否地道、标准;每封信后面还有针对该样信中的难点进行的解释;常用短语部分主要有相关专业术语和写作中经常用到的专业表达;常用句子部分提供了数十个句子,帮助学习者掌握更多的英文表达句子,有利于写出更多更好更标准的外贸信函;练习部分提供了大量灵活多样的训练题,有利于学习效果的强化和进一步检验。

在选材方面,本书注重实用性与知识性并重。

每章配有多篇业务信函,通过大量的技能训练把基础英语知识、外贸英语知识与相关的外贸业务知识有机地结合起来,使学习者具备较强的撰写国际商务英语书信的能力。

《外贸英语函电》教你写出地道的、纯正的、规范的外贸业务信函,准确地表达经营意图和决策,加强公司相互之间的业务往来和了解,架起一座跨入国际商界的沟通桥梁。

除了参考相关资料外,本书许多信函来自外贸进出口公司的第一手资料,在此一并表示感谢。由于编者水平和学识有限,书中难免出现差错,敬请读者不吝指正。

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内容概要

本书系统地介绍了外贸业务英语中常用文体写作的基本知识，包括各类商务信函、传真、电子邮件的格式、拟写方法和技巧，并按照外贸业务磋商过程中各个环节的顺序附有往来函电的大量例文和案例，提供了大量常用语句。

本书还介绍了电子商务的基础知识和对外经济贸易中的常用文体，如意向书、协议、合同、招标通知书、投标书、中标通知书及广告等的格式、拟写方法及语言文字的应用，此外，还列举了外贸业务实践中常用的一些单据和单证实例。

本书共分18个单元，包括外贸英语书信的格式及写作原则、外贸业务关系的建立、询价与回复、报盘与还盘、促销、订购与确认、包装、运输、付款方式、保险、代理、投诉与处理、电传与传真、英文合同、贸易形式、商务社交信函等。

本书适用于国际贸易、市场营销、电子商务、经贸英语、企业管理和人力资源管理等经济管理类专业的学生，同时也适用于从事或准备从事外贸工作的其他专业人员。

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章节摘录

According to China ' S " Contract Law " , a contract , whether or not there are domestic and foreign factors , Can be divided into two types of contracts : domestic contracts and foreign-related contracts . The SO-called foreign-related contracts refer to a contract that the parties to the contract , or the object of a contract , modification , termination of the contract between the legal facts of any contract have foreign factors . In the foreign-related contracts , the most important part is with the nature of foreign-related contracts (otherwise known as foreign trade contracts) , it is that our legal persons or other organizations with foreign legal persons , other organizations or individuals enter into contracts in order to achieve certain economic goals .

Compared with domestic Contracts , the foreign-related contracts mainly have the following two key features :

(1) The contracts with foreign factors . The most notable distinction between foreign-related contracts and the domestic contracts is that foreign-related contracts have feature of foreign factors . Foreign-related contracts generally include the following three factors : in the main contract (subject) at least one is a foreigner (including legal persons and other organizations and individuals) , the object of the contract is in the country or over their borders or outside ; some contract legal facts occur outside . (2) China party in the contract is usually Our corporate clients , or other organization . The Chinese citizens in current conditions , in addition to international passenger parties , in general , they can only act as a foreign-related contracts party in non-foreign trade , such as serving as a foreign-related gifts of one party in the contract .

编辑推荐

本书特色： 中英文完成，便于读者更好地理解 and 掌握外贸信函的写作特点；内容丰富，包括外贸业务往来信函的全过程，并有英文合同的写作原理、技巧及合同范本；大量的业务信息函范本和样信评述，帮助读者写出地道的外贸业务信函；配套习题丰富多样，参考答案网上下载。

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