

<<商务英语口语>>

图书基本信息

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### 内容概要

本书素材以商务材料为主，内容涵盖商务工作所涉及的日常交际、涉外活动和涉外业务等常见场景，以功能用途划分。

全书共设有16个单元，内容主要涉及办公、商务旅行、商务接待、商务会谈、商务会议、展览展会、求职面试、公司与产品、商标与专利、商品的询价、报盘、讨价还价、支付、包装与运输、保险、市场营销、销售谈判、签订合约、投诉索赔等方面。

本教材可以满足高职高专院校商务英语、国际贸易、国际商务等相关专业的大学生、从事国际商务工作的外经贸从业人员、外事人员以及广大英语爱好者的需要。

## 书籍目录

Unit 1 Office Work Background Information Learning Objectives Oral Workshop Language Focus  
 Extended Activities Related Information Supplements for Reflections Unit 2 Business Travel  
 Background Information Learning Objectives Oral Workshop Language Focus Extended Activities  
 Related Information Supplements for Reflections Unit 3 Client Reception Background Information  
 Learning Objectives Oral Workshop Language Focus Extended Activities Related Information  
 Supplements for Reflections Unit 4 Companies and Products Background Information Learning  
 Objectives Oral Workshop Language Focus Extended Activities Related Information Supplements for  
 Reflections Unit 5 Marketing Background Information Learning Objectives Oral Workshop Language  
 Focus Extended Activities Related Information Supplements for Reflections Unit 6 Meetings  
 Background Information Learning Objectives Oral Workshop Language Focus Extended Activities  
 Related Information Supplements for Reflections Unit 7 Recruitment Background Information Learning  
 Objectives Oral Workshop Language Focus Extended Activities Related Information Supplements for  
 Reflections Unit 8 Trade Fairs Background Information Learning Objectives Oral Workshop Language  
 Focus Extended Activities Related Information Supplements for Reflections Unit 9 Enquiries and Offers  
 Background Information Learning Objectives Oral Workshop Language Focus Extended Activities  
 Related Information Supplements for Reflections Unit 10 Counter Offers and Orders Background  
 Information Learning Objectives Oral Workshop Language Focus Extended Activities Related  
 Information Supplements for Reflections Unit 11 Packing and Shipment Background Information  
 Learning Objectives Oral Workshop Language Focus Extended Activities Related Information  
 Supplements for Reflections Unit 12 Payment Background Information Learning Objectives Oral  
 Workshop Language Focus Extended Activities Related Information Supplements for Reflections Unit  
 13 Insurance Background Information Learning Objectives Oral Workshop Language Focus  
 Extended Activities Related Information Supplements for Reflections Unit 14 Conclusion of Business  
 Background Information Learning Objectives Oral Workshop Language Focus Extended Activities  
 Related Information Supplements for Reflections Unit 15 Trademark, Patent, and Intellectual Property Rights  
 Background Information Learning Objectives Oral Workshop Language Focus Extended Activities  
 Related Information Supplements for Reflections Unit 16 Complaints, Claims and Settlement Background  
 Information Learning Objectives Oral Workshop Language Focus Extended Activities Related  
 Information Supplements for Reflections 参考文献

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