

<<国际商务英语与函电>>

图书基本信息

书名：<<国际商务英语与函电>>

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内容概要

《国际商务英语与函电》包含国际商务的一些最新知识，着重介绍国际商务业务过程中对外英文函电的写作，包括：商业书信的写作要求，建立贸易关系，促销，询盘与回复，报价、发盘和还盘，订单、销售合同及履行，支付条款，保险，装运，抱怨与调停，进出口贸易与补偿贸易，对外直接投资与合资企业等章节。

《国际商务英语与函电》比以往的外贸英文函电教材范围更广，内容更新；同时主要章节都配套英文对话，有助于读者在学习国际商务英语函电写作的同时，提高专业英语的口头表达能力。

《国际商务英语与函电》可作为国际商务和国际贸易专业的核心课程双语教材。

书中很多案例和相关单据都是根据作者十几年国际贸易实践工作的第一手资料进行改编的，时效性强，贴近业务实践，对实践具有指导意义，是从事国际商务业务工作者珍贵的参考材料。

《国际商务英语与函电》在重要章节还附有练习，有助于学生巩固所学章节内容，也方便教师教学参考。

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