

<<外贸英语函电>>

图书基本信息

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内容概要

易露霞、陈原、孙美楠主编的《外贸英语函电(第2版)》系统地介绍了外贸业务中英语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。

本书根据《UCP600》和《Incoterms2010》编写,共分18个单元,包括商务英语信函的基本知识、外贸业务关系的建立、询价、报盘、还盘、交易达成、付款方式、开证及审证、包装、运输、保险、投诉与索赔、代理、贸易形式、电传、传真与E-mail、英文合同以及商务社交信函等。

《外贸英语函电(第2版)》适用于国际贸易、市场营销、电子商务、商务英语、企业管理等专业的学生,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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