

<<服装贸易专业英语>>

图书基本信息

书名：<<服装贸易专业英语>>

13位ISBN编号：9787307087743

10位ISBN编号：730708774X

出版时间：2011-7

出版时间：武汉大学出版社

作者：陈彦华，贾永青

页数：220

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<服装贸易专业英语>>

内容概要

本书为服装贸易专业教学用书。

《服装贸易专业英语》集国际贸易术语、进出口实务和纺织服装知识于一体，力争在有限的篇幅中，尽可能体现行业特点，满足服装专业英语的教学需要。

全书共分1

2个章节，既介绍了进出口流程中常用的国际贸易术语、国际商务谈判、结关、索赔及仲裁等知识，又涵盖了服装企业的生产、加工、质检、运输方式、支付及保险等内容。

每章内容由一篇主文章和一篇泛读课文组成，注重培养学生对专业文章的阅读理解能力：所附带的Business

Case练习，均为外贸行业出口案例，有利于增强学生的贸易实务真实感，提高他们分析问题和解决问题的能力。

书籍目录

- Chapter One International Commercial Terms
 - Reading One Definition and Functions of Incoterms
 - Reading Two Incoterms 2000
 - Exercises
- Chapter Two The Inspection of Apparel and Textile
 - Reading One China Taps into Demand for Eco-textiles
 - Reading Two The Steps of Inspecting Apparel and Textile
 - Exercises
- Chapter Three The Clothing Production Process
 - Reading One Clothing and Garment Manufacturing
 - Reading Two The Clothing Production Process
 - Exercises
- Chapter Four Quality Standard and Packaging
 - Reading One Quality Standards of Garment
 - Reading Two Local and Overseas Supplier--Apparel Packing and Packaging Requirements
 - Exercises
- Chapter Five Price Terms for Export Apparels
 - Reading One Pricing Strategies and Pricing Methods for the Apparel Industry
 - Reading Two Discounts and Allowances
 - Exercises
- Chapter Six Methods of Payment in International Apparel Trade
 - Reading One Methods of Payment in International Trade
 - Reading Two Negotiable Instrument
 - Exercises
- Chapter Seven Transportation and Documentation
 - Reading One Transport
 - Reading Two Documentation
 - Exercises
- Chapter Eight Clearance of Imported and Exported Goods
 - Reading One Procedure for Clearance of Imported Goods
 - Reading Two Correct Way to Fill out the Shipper's Export Declaration
 - Exercises
- Chapter Nine Insurance of the Export Apparel
 - Reading One The Basics of Cargo Insurance
 - Reading Two Air Carriers' Limited Liability
 - Exercises
- Chapter Ten Inspection of Garments
 - Reading One Garment Inspection
 - Reading Two Inspection Procedure
 - Exercises
- Chapter Eleven Claims and Arbitration
 - Reading One Claims Guides

<<服装贸易专业英语>>

Reading Two Arbitration

Exercises

Chapter Twelve Business Negotiation

Reading One To Negotiate : What Does It Mean?

Reading Two Competitive Negotiation : Procedure Summary Exercises

Keys to Exercises of Vocabulary , Cloze and Scramble Sentences

Keys to Exercise of Case Study

References

<<服装贸易专业英语>>

编辑推荐

《服装贸易专业英语》是针对服装出口系列流程，从贸易的角度编写，没有涉及更深层次的服装与贸易专业知识，比较适合高职高专类院校学生使用，是为商务英语专业学生编写的专业教材。该教材从应用型人才培养的实际出发，为学生在服装类工作岗位提供必要的基本知识和技能，达到学以致用目的。

<<服装贸易专业英语>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>