

<<外贸出口英语（英汉对照本）>>

图书基本信息

书名：<<外贸出口英语（英汉对照本）>>

13位ISBN编号：9787506222013

10位ISBN编号：7506222019

出版时间：1995-07

出版时间：世界图书出版公司

作者：S.诺曼

译者：沈瑞年

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>

<<外贸出口英语（英汉对照本）>>

内容概要

内容简介

本书系英国BBC为具有一定英语基础的外贸出口业务人员编写的广播电视英语教学系列教材。

内容是以一家生产摩托车的家族公司拓展出口业务为线索展开的

生产经营方方面面的十个故事： 交易； 出口； 市场营销和促销； 作价和销售；

代理行； 工作条件 国际贸易和外汇； 公司机构； 交易条件和限制；（（10））支付方式。

为适合我国读者学习参考，现将课文、练习及情景对话译成中文，并补充若干外贸出口业务基础知识。

书籍目录

Introduction

About this book

EPISODE 1

Programmed unit: TRADING

Glossary

Listening comprehension: HOMECOMING

Exercises;

1. Look/sound/feel/taste/smell

2. Question tags

3. Present perfect tense + ye/already

4. Train timetable

A memo

5. Question formation

6. Writing a memo

EPISODE 2

Programmed unit EXPORTING

Glossary

Listening comprehension: THINKING ABOUT EXPORTING

Exercises:

1. Used to + infinitive

2. Offers and requests on the telephone

3. Verbs of liking + verb + ing

4. Insurance vocabulary

5. Telephone messages

6. Telephone dialogue

EPISODE 3

Programmed unit: MARKETING AND PROMOTION

Glossary

Listening comprehension: IN THE BOARDROOM

Exercises:

1. Reported speech

2. Must/have to

3. Formal and informal suggestions

4. Meeting vocabulary

Agenda and minutes of a meeting

5. The passive

6, Reported speech

7. Impersonal reported speech

8. Writing an agenda and minutes

EPISODE4

Programmed unific PRICING AND SALES

Glossary

Listening comprehension: OFF TO A TRADE FAIR

1. Compound adjectives

2. Emphasis

<<外贸出口英语 (英汉对照本) >>

3. Airport announcements

4. Telegrams and telexes

5. Telex abbreviations

6. Telex punctuation

7. Re-writing telegrams

EPISODE 5

Programmed unit: AGENTS

Glossary

Listening comprehension: DEALING WITH AN AGENT

Exercises:

1. Prepositions

2. Used to + verb + ing

3. Export price terms

4. Polite phrases

Layout of a business letter

5. Comprehension questions

6. Letters of enquiry

7. Reply to a letter of enquiry

EPISODE 6

Programmed unit; WORKING CONDITIONS

Glossary

Listening comprehension: PROBLEMS OF EXPANSION

Exercises:

1. Reported speech

2. Present perfect tense + for/since

3. Future perfect tense

Job advertisements

4. Vocabulary of job advertisements

5. Letter of enquiry

Curriculum Vitae

6. Comprehension questions

7. Letter of application

8. Writing a CV

EPISODE 7

Programmed unit: INTERNATIONAL TRADE AND EXCHANGE

Glossary

Listening comprehension: SUCCESS AND PROBLEMS

Exercises:

1. Relative clauses

2. Suggestions

3. Ordering a meal

4. Balance of payments

A commercial invoice

5. Comprehension questions

6. Letter of complaint

7. Writing a letter of complaint

8. Telex of apology

<<外贸出口英语 (英汉对照本) >>

EPIISODE 8

Programmed unit COMPANY FORMATION

Glossary

Listening comprehension: REORGANIZATION

Exercises:

1. Suggestions
2. Want to + infinitive
3. The future
4. Capital structure
5. Capital gearing
6. A balance sheet
7. Balance sheet vocabulary

EPIISODE 9

Programmed unit: TRADE RESTRICTIONS

Glossary

Listening comprehension: MYSTERY BACKERS NAMED

Exercises:

1. Neither + inversion
2. Wish
3. Question formation
4. Problem solving

A report

5. Report vocabulary

Advertising brochures

6. Table of comparatives

7. Comparisons

8. Report writing

EPIISODE 10

Programmed unit METHODS OF PAYMENT

Glossary

Listening comprehension: SEARCH FOR NEW MARKETS

Exercises:

1. Prepositions
2. Replying to suggestions
3. Documentation
4. The passive

News reports

5. Comprehension questions

6. Headlines

ANSWERS

Episode 1: Story tapescript

Answers to exercises

Episode 2: Story tapescript

Answers to exercises

Episode 3: Story tapescript

Answers to exercises

Episode 4: Story tapescript

<<外贸出口英语 (英汉对照本) >>

Answers to exercises

Episode 5: Story tapescript

Answers to exercises

Episode 6: Story tapescript

Answers to exercises

Episode 7: Story tapescript

Answers to exercises

Episode 8: Story tapescript

Answers to exercises

Episode 9: Story tapescript

Answers to exercises

Episode 10: Story tapescript

Answers to exercises

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>