

<<职场商务英语实训教程>>

图书基本信息

书名：<<职场商务英语实训教程>>

13位ISBN编号：9787508488851

10位ISBN编号：7508488857

出版时间：2011-9

出版时间：水利水电出版社

作者：陈凯军^陈跃华^赵迎春

页数：133

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>

<<职场商务英语实训教程>>

内容概要

《职场商务英语实训教程》教材以《职场商务英语》的商务流程为顺序，对每一流程中所涉及的具体商务贸易实务进行详细地分解，对商务实务的操作惯例进行了介绍，并列举了具体的实际操作案例。

在内容设计上，本教材根据《职场商务英语》的编排，安排了对应的24个实训项目。

在全书每一个实训项目的实训指导中，以模拟的“爱美丽”服装贸易有限公司的成立以及该公司与来自于美国的Nicewear公司和来自斯里兰卡的ABC

Trading Co., Ltd.公司之间业务往来为线索，全书所有任务的实训说明都是围绕这两个公司而展开。

同时，针对每个实训项目，我们提出了实训目标，实训指导和实训任务。

使用者在学习之后，可以达到训以致用、学以致用的目的。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。

<<职场商务英语实训教程>>

书籍目录

- Unit One Establishment of Your Company
 - Item 1 Naming a Company
 - I. Practice Guides
 - II. Practice Assignments
 - Item 2 Designing a Company Logo
 - I. Practice Guides
 - II. Practice Assignments
 - Item 3 Setting-up the Company Structure
 - I. Practice Guides
 - If. Practice Assignments
 - Item 4 Recruiting and Applying for Sales Representative
 - I. Practice Guides
 - II. Practice Assignments
 - Item 5 Delivering a Company Presentation..
 - I. Practice Guides
 - II. Practice Assignments
- Unit Two Development and Reception of Customers
 - Item 6 On the Phone
 - I. Practice Guides
 - II. Practice Assignments
 - Item 7 At the Airport
 - I. Practice Guides
 - II. Practice Assignments
 - Item 8 Business Dinner and Sightseeing
 - I. Practice Guides
 - II. Practice Assignments
 - Item 9 Business Trip Arrangements
 - I. Practice Guides
 - II. Practice Assignments
- Unit Three Products Promotion
 - Item 10 Marketing Research
 - I. Practice Guides
 - II. Practice Assignments
 - Item 11 Marketing Plan
 - I. Practice Guides
 - II. Practice Assignments
 - Item 12 Market Targeting
 - I. Practice Guides
 - II. Practice Assignments
 - Item 13 Marketing Strategy
 - I. Practice Guides
 - II. Practice Assignments
 - Item 14 Promotion Activities
 - I. Practice Guides

<<职场商务英语实训教程>>

II. Practice Assignments

Unit Four Import and Export Practice

Item 15 Attending a Trade Fair

I. Practice Guides

II. Practice Assignments

Item 16 Establishing Business Relations

I. Practice Guides

II. Practice Assignments

Item 17 Making an Enquiry

I. Practice Guides

II. Practice Assignments

Item 18 Making an Offer

I. Practice Guides

II. Practice Assignments

Item 19 Making a Counter-offer

I. Practice Guides

II. Practice Assignments

Item 20 Confirming an Order & Signing the Contract

I. Practice Guides

II. Practice Assignments

Item 21 Amending the L/C

1. Practice Guides

11. Practice Assignments

Item 22 Arranging Insurance

1. Practice Guides

II. Practice Assignments

Item 23 Making Delivery

I. Practice Guides

11. Practice Assignment

Item 24 Lodging and Settling the Claims

I. Practice Guides

11. Practice Assignments

Appendix+Brochure

Contents

References

<<职场商务英语实训教程>>

章节摘录

SWOT analysis is an acronym for Strengths and Weakness , Opportunities , and Threats. As an important strategic planning tool , SWOT analysis would help planners to compare internal organizational strengths and weaknesses with external opportunities and threats. This form of analysis provides managers with a critical view of the organization's internal and external environments , helping them to evaluate the firm ' S fulfillment of its basic mission.

1) What is SWOT analysis ?

Strengths——What advantages does your business enjoy that others don't ?

What does your business have that makes it strong or better than other similar businesses ?

Weaknesses——What are the disadvantages of your business in contrast to others ?

Opportunities——What are the chances for your business ?

What is the potential to improve or expand your business ?

.....

<<职场商务英语实训教程>>

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>