

<<新编英汉双语国际贸易实务>>

图书基本信息

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内容概要

刘坤主编的《新编英汉双语国际贸易实务》是广东省教育科研“十一五”规划课题“高职经贸类课程双语教学设计的理论与实践研究”（批准号：2010tjk288）成果之一。本书是为培养我国涉外经济部门所需的既能熟练掌握外贸专业知识，又能熟练运用专业英语从事进出口业务的应用型人才而专门编写的双语教材。

本教材遵循国际贸易业务的一般程序，以一位大学生毕业后在一外贸公司从事一笔CIF外贸业务作为贯穿式项目，详细阐述了贸易前准备、合同磋商和订立、出口合同履行、出口业务善后业务的相关知识及操作。根据业务流程设计了4个项目和23个任务，任务下包括任务描述与分析、知识支撑、任务实施与心得等部分，并穿插了案例分析、关键术语、技能训练、单证样本等内容，使学生身临其境地感受实际进出口业务中面对的各种复杂情况以及单据处理技巧，从而达到提高学生实践应用技能的目的。开篇前均列明任务目标（知识要点和技能要点），课后精心设计了知识巩固训练。

《新编英汉双语国际贸易实务》既是一本专业的贸易教材，也是一本外贸英语的语言教材，可作为经贸、商务英语专业本科生，尤其是独立学院、高职高专相关专业教材和参考书。

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