

<<对外贸易实务英语读本>>

图书基本信息

书名：<<对外贸易实务英语读本>>

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内容概要

《对外贸易实务英语读本》的编写目的是使读者初步学会怎样做好进出口业务工作。它适用于从事对外经济活动的干部，尤其是外贸工作者，并可供对外经济贸易、财经、财贸、金融、企业管理等大专院校学员学习与参考之用。

《对外贸易实务英语读本》内容包括进出口策略、市场销售、贸易条款、灵活多样的贸易方式、包装装潢、出口单证、运输、保险、国际支付、商业信贷、进出口程序、发盘、接受、成交、成本计算、贸易合同、业务进程、商品检验、技术转让、商标、专利、仲裁、出口许可证、企业组织、国内外专业人员和机构等等专题。

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