

<<国际商务函电>>

图书基本信息

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内容概要

《国际商务函电（第2版）》内容涵盖了书信结构，建立业务关系，询盘、报盘和还盘，成交，支付方式，包装，装运，保险，索赔和理赔以及代理，投资，加工装配贸易和补偿贸易等其它贸易方式。

在体例的安排上，该教材突出了技能培养。

每章每课之首，概括阐述了本章的主要教学内容、写作技巧。

全章课文学习结束后，又根据所学内容特别设计了“技能训练”，目的是为学生创造仿真的模拟情景和条件，加大语言训练的比重和力度。

通过技能训练加深学生对国际贸易业务环节的理解，提高其商务英语运用的技能、技巧水平，使学生初步具备国际商务谈判的能力。

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