

<<商务英语听说-第一册>>

图书基本信息

书名：<<商务英语听说-第一册>>

13位ISBN编号：9787811344028

10位ISBN编号：7811344025

出版时间：2009-8

出版时间：对外经济贸易大学出版社

作者：李玉萍 主编

页数：131

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>

<<商务英语听说-第一册>>

前言

当今世界国际经济的发展相互影响、相互依赖、相互融合已成为不可否认的事实，任何国家想在经济方面快速、高效地取得进展，都必须走出国门，面向世界，将内需和外需有机结合。

因此，社会对能够从事国际商务活动的职业人员的需求日益增加。

在此背景下，英语学习已从单纯的社会、文化方面的语言交流走向多元化，既熟悉国际商务又熟练掌握英语的高级复合型人才必将越来越受欢迎。

熟练掌握商务英语，并且在商务活动中能够灵活地运用商务英语处理问题是涉外商务人员必须具备的职业能力。

而在商务英语教学中所包含的听、说、读、写、译五项基本技能中，听是最基本、最实用的能力。

随着企事业单位和商贸公司以及个人面对面地与外商进行商务交际活动的机会越来越多，对商务英语听说能力的培养已显得日趋重要。

商务英语听说课程将商务理论与实践与英语语言技能有机结合，教学以学生自主学习为主导，强调实践和解决问题的职业能力培养，保证学生在校学习期间完成就业前的语言技能培训，为就业做好充分的准备，打下坚实的语言和商务知识基础。

因此，该课程符合国务院关于高等职业教育注重培养学生职业能力和可持续发展能力的要求，是高等院校和职业院校涉外专业不可或缺的一门主干课程。

基于此需求，我们编写了《商务英语听说》这套教材。

《商务英语听说》是为培养高等院校和职业院校学生将英语与专业融合的能力而专门开设的复合型课程，旨在培养学生在各种商务环境下熟练运用英语语言的能力。

本着“在英语中学习商务知识，在商务中运用英语语言”的宗旨，本套教材以中美两家公司进行国际商务活动的全过程为线索贯穿始终，真实地展示了国际商务活动的工作环节，语言简洁生动，商务知识全面、准确。

我们在教材中为学生提供了在商务活动各环节中常见的典型的工作情景，让学生有充分的机会将商务知识与技能以及语言知识与技巧融会贯通，为将来从事国际商务工作奠定坚实的基础。

<<商务英语听说-第一册>>

内容概要

《商务英语听说》是为培养高等院校和职业院校学生将英语与专业融合的能力而专门开设的复合型课程，旨在培养学生在各种商务环境下熟练运用英语语言的能力。

本着“在英语中学习商务知识，在商务中运用英语语言”的宗旨，本教材以中美两家公司进行国际商务活动的全过程为线索贯串始终，真实地展示了国际商务活动的工作环节，语言简洁生动，商务知识全面、准确。

编者在教材中为学生提供了在商务活动各环节中常见的典型的工作情景，让学生有充分的机会将商务知识与技能以及语言知识与技巧融会贯通，为将来从事国际商务工作奠定坚实的基础。

<<商务英语听说-第一册>>

书籍目录

Programme 1 Meeting Foreign Business Partners Programme 2 Entertaining Business Partners Programme 3 Enquiry, Offer and Counter-offer Programme 4 Acceptance and Order Programme 5 Payment and Delivery Programme 6 Packing and Shipping Programme 7 Inspection and Insurance Programme 8 Signing a Contract Test 1 Test 2 Appendix International Trade Terms (FOB, CFR, CIF) Appendix International Economic Organizations Appendix Related Websites 参考书目

章节摘录

all costs and charges relating to the goods whilst in transit until their arrival at the port of destination, unless such costs and charges were for the seller's account under the contract of carriage; and unloading costs including lighterage and wharfage charges, unless such costs and charges were for the seller's account under the contract of carriage; and all additional costs incurred if he fails to give notice in accordance with B7, for the goods from the agreed date or the expiry date of the period fixed for shipment, provided; however, that the goods have been duly appropriated to the contract, that is to say, clearly set aside or otherwise identified as the contract goods; and where applicable, all duties, taxes and other charges as well as the costs of carrying out customs formalities payable upon import of the goods and, where necessary, for their transit through any country unless included within the cost of the contract of carriage.

A7 Notice to the buyer The seller must give the buyer sufficient notice that the goods have been delivered in accordance with A4 as well as any other notice required in order to allow the buyer to take measures which are normally necessary to enable him to take the goods.

B7 Notice to the seller The buyer must, whenever he is entitled to determine the time for shipping the goods and/or the port of destination, give the seller sufficient notice thereof.

A8 Proof of delivery, transport document or equivalent electronic message The seller must at his own expense provide the buyer without delay with the usual transport document for the agreed port of destination. This document (for example a negotiable bill of lading, a non-negotiable sea waybill or an inland waterway document) must cover the contract goods, be dated within the period agreed for shipment, enable the buyer to claim the goods from the carrier at the port of destination and, unless otherwise agreed, enable the buyer to sell the goods in transit by the transfer of the document to a subsequent buyer (the negotiable bill of lading) or by notification to the carrier. When such a transport document is issued in several originals, a full set of originals must be presented to the buyer. Where the seller and the buyer have agreed to communicate electronically, the document referred to in the preceding paragraphs may be replaced by an equivalent electronic data interchange (EDI) message.

<<商务英语听说-第一册>>

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>