

《商务英语综合教程》

图书基本信息

书名 : 《商务英语综合教程》

13位ISBN编号 : 9787810827744

10位ISBN编号 : 781082774X

出版时间 : 2008-5

出版社 : 北方交通大学出版社

作者 : 张启途

页数 : 402

版权说明 : 本站所提供下载的PDF图书仅提供预览和简介以及在线试读 , 请支持正版图书。

更多资源请访问 : www.tushu111.com

《商务英语综合教程》

内容概要

《商务英语综合教程》

书籍目录

Part I Business Communications . Unit One Business English Writing and Speaking Section 1 Business English Writing Section 2 Business English Speaking Section 3 Negotiation Strategies Exercises
Unit Two Modern Communication Tools Section 1 E-mail Section 2 TradeManager
Section 3 Skype Section 4 Negotiation Strategies Exercises Part II Establishing Business Relationships Unit Three Establishing Business Relationships Section 1 Dialogue Section 2 Specimen Letters Section 3 Negotiation Strategies Exercises Part III Business Negotiations Unit Four Inquiries and Replies Section 1 Dialogue Section 2 Specimen Letters Section 3 Negotiation Strategies Exercises Unit Five Offers, Counter-offers and Acceptance Section 1 Dialogue Section 2 Specimen Letters Section 3 Negotiation Strategies Exercises Part IV Performance of Contracts Unit Six Contracts Section 1 Dialogue Section 2 Specimen Contract Section 3 Specimen Letters Section 4 Negotiation Strategies Exercises Unit Seven Price Section 1 Introduction to Price Section 2 Dialogue Section 3 Specimen Letters Section 4 Negotiation Strategies Exercises Unit Eight Payment Section 1 Introduction to Payment Section 2 Dialogue Section 3 Specimen Letters Section 4 Safe Payment Strategies of E-bank Exercises Unit Nine Shipment Section 1 Introduction to Shipment Section 2 Dialogue Section 3 Specimen Letters Section 4 Work Procedure of Export Sea Transportation Based on CIF and CFR Exercises Unit Ten Packing Section 1 Introduction to Packing Section 2 Dialogue Section 3 Specimen Letters Section 4 Practical Packing Strategies Exercises Part V Documents Unit Eleven Bills of Lading and Commercial Invoices Section 1 Bills of Lading Section 2 Commercial Invoices Section 3 Specimen Letters Section 4 Practical Strategies for Bills of Lading and Commercial Invoices Exercises Part VI E-commerce Appendix A Sketch Map of Foreign Trade Procedure References

《商务英语综合教程》

精彩短评

- 1、此书实用性强，本人很喜欢，对于商务方面的知识很容易懂。
- 2、还行适合初学者慢慢熬吧
- 3、第一次在当当买东西,速度很快.而且觉得书的质量也很好.
- 4、我以为真的适合高职高专学生使用，可是比较失望。而且不适合做教材，因为中英文都在教材中全部有了。而且商家给我的发票也没按照要求来写抬头，现在我根本用不了这张发票。真麻烦！

《商务英语综合教程》

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:www.tushu111.com