

《现代国际商务函电》

图书基本信息

书名：《现代国际商务函电》

13位ISBN编号：9787115174222

10位ISBN编号：7115174229

出版时间：2008-2

出版社：人民邮电

作者：梁树新

页数：280

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

《现代国际商务函电》

内容概要

《现代国际商务函电》从实用角度出发，重点介绍了企业在现代国际商务活动中与国外企业进行业务沟通时撰写各类英文商务信函的方法与技巧，同时也介绍了一些最新的国际商务营销知识及商务会话。

书中内容涉及了国外市场调研分析、营销策划、企业经营活动组织管理、客户关系建立与管理、商务活动中的各类业务沟通、对外贸易业务中各环节的信函往来等内容。特别是在外贸业务方面，《现代国际商务函电》内容包含了客户联络、交易磋商、报价还盘、签订合同、组织货源、包装储运、报验投保、国际结算、索赔理赔等各个环节里的大量实用性信函范例，企业可根据自身情况在实际业务中参考使用。除此之外，《现代国际商务函电》还收录了招聘应聘、推荐信、介绍信、邀请函、个人简历、贺喜致丧等各类特殊应用文。

《现代国际商务函电》适用于高校国际贸易专业教学和企业相关人员的业务技能培训。

书籍目录

Lesson One 商务信函基础 Basics Of Business LettersPart One : 特点和原则 Features And PrinciplesPart Two : 格式和结构 Format And Structure1. 一般商务信函格式 Format Of Ordinary Business Letters2. 传真及电子邮件 Fax and E-mail3. 商务信函的结构 Layout of Business LettersLesson Two 国际市场营销 International MarketingPart One : 什么是市场营销 Understanding MarketingPart Two : 国际市场营销基础 Basics Of International MarketingPart Three : 对话 A DialoguePart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Three 建立业务关系 Establishment Of Business RelationsPart One : 业务沟通基础 Basics Of Business CommunicationPart Two : 信函样本 Some Specimen Letters1. 卖方向买方做自我介绍并希望建立业务关系 Seller is writing to the buyer , making a self-introduction in the hope of establishing business relations2. 出口商向国外客户介绍并推销产品 An exporter is writing to his foreign customer , introducing his product and trying to promote its sales3. 厂商致函国外进口商推销自己的产品 A maker is writing to the foreign importer in order to promote the sales of his products4. 厂商介绍新软件 The maker is introducing his new software5. 进口商的自我介绍 An importer is making a self-introduction6. 希望成为国外厂家的销售代理 Hoping to be a sales agent of a foreign producer7. 进口商对贸易展览会上的产品感兴趣 An importer is showing his interest in some product displayed at a trade fair8. 寻找新的供货商 Try to find a new supplier9. 经人介绍后通过互联网求购化工产品 To purchase some chemicals on the internet at sb ' s introductionPart Three : 介绍你的公司 Introduce Your CompanyPart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Four 询盘与复盘 Inquiries And RepliesPart One : 询盘的要害 Key Points Of InquiriesPart Two : 信函样本 Some Specimen Letters1. 购货商看到广告后去函索要价目表 A purchaser is asking for a price list after he saw the advertisement2. 买方向卖方询问产品 A buyer is enquiring for some product to the seller3. 进口商接出口商来电函后询价 An importer is replying to the exporter ' s enquiry4. 进口商询价并要求最优惠条件 The importer is sending a request for best terms5. 进口商询价并要求寄送样品 The importer is making an enquiry and asking for some samples6. 回答客户询价 , 并提供具体交易条件 A reply to a customer , giving details of his terms and conditions7. 买方急需货物 , 去函询问交货时间 The buyer is in urgent need of the cargo and enquires about the delivery timePart Three : 对话 A DialoguePart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Five 发盘与还盘 Offers And Counter OffersPart One : 发盘要点 Key Points Of OffersPart Two : 信函样本 Some Specimen Letters1. 卖方根据购货商询价报出实盘 Sellers making an offer on the basis of an enquiry from the buyer2. 买方回函 , 要求调低价格 A reply from the buyer , requesting a lower price3. 卖方根据询价对外报盘 , 并规定最低起订数量 The seller is making an offer on a basis of an enquiry , stipulating a minimum order4. 凭样成交方式下对外报盘 , 希望对方早下订单 Making an offer under the condition of sales by samples , and hoping to receive an early order5. 致函对方 , 要求恢复业务关系并报价 Sending a letter to resume business relations6. 卖方报价并希望对方尽快复盘 An offer from a seller , hoping to receive an early reply7. 报价单 A price list8. 对对方报价的回盘 A reply to an offer9. 卖方因货源紧张而不能报盘 Unable to make any offer because there is no stock10. 同意给对方有条件的价格折扣 Grant a discount on some conditions11. 买方拒绝卖方的报价 A buyer is rejecting a seller ' s offer12. 明确拒绝对方的降价要求 A clear-cut rejection of a request for price reductionPart Three : 对话 A DialoguePart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Six 订单和确认 Orders And AcknowledgmentsPart One : 进出口中的价格术语 Price Terms Of Import And ExportPart Two : 信函样本 Some Specimen Letters1. 拒绝买方进一步降价的要求 Declining buyer ' s request for further price reduction2. 一般订货 An ordinary order3. 试订货 A trial order4. 订货并要求对方迅速发货 Sending an order , demanding a prompt delivery5. 续订货 A repeat order6. 零散订货 Separate orders7. 难以接受订单并致歉 Unable to accept an order and apologize8. 接受订单并希望保持长期业务关系 Accept an order and hope to maintain a long-standing business relationship9. 建议改为替代产品 Suggest a replacement10. 对对方订单中的某些条件不能接受 A partial refusal of some terms in the orderPart Three : 对话 A DialoguePart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Seven 合同 ContractPart One : 合同要点 Key Points Of A ContractPart Two : 商业合同实例 Examples Of Business Contract1. 售货单 A Sales Note2. 销售合同 A Sales ContractPart Three : 词汇

《现代国际商务函电》

New WordsPart Four : 注释与常用短语 Notes & Useful ExpressionsPart Five : 练习 ExercisesLesson Eight
信用证结算方式 Payment By L/CPart One : 信用证的一般流程 The Basic Procedure Of L/CPart Two : 信函
样本 Some Specimen Letters1. 货物待装并催开信用证 Urging the establishment of L/C with the cargo being
ready for shipment2. 催证并提醒对方注意与合同条款保持一致 Urging the L/C and emphasizing its
conformity with the clauses of S/C3. 催促迟迟不到的信用证 Urging a belated L/C4. 通知对方信用证已经收到
Acknowledge the receipt of L/C5. 出口商致函进口商要求修改信用证金额 An exporter is writing to an
importer in request for an amendment of L/C amount6. 要求开证人展证 A request for an extension of the L/C7.
出口商要求开证人改证并允许货物转船 A request by the exporter for an amendment of L/C and the
permission of transshipment8. 因出现特殊情况而要求对方修改信用证的交货日期 A request for the
amendment of L/C due to some special occurrences9. 开证人同意修改信用证 The opener agrees to amend his
L/C10. 收到银行改证函 Arrival of a banker's amendment of L/C11. 卖方致函买方, 不同意对方提出的货款
托收条件 A seller is writing to his buyer, declining the newly proposed terms of payment on collection12. 要求
暂缓付款 Defer a payment13. 通知对方办理付款 Asking your customer to make payment14. 催促对方付款
Urging payment15. 开立信用证申请书 An application for the establishment of L/CPart Three : 漫话信用证 A
Talk About Problems Of L/CPart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful
ExpressionsPart Six : 练习 ExercisesLesson Nine 货物运输 ShipmentPart One : 货物运输的要点 Key Points
Of ShipmentPart Two : 信函样本 Some Specimen Letters1. 催装 Urging shipment2. 用户催促卖方尽快交货
User urging delivery3. 出口商声明对方不来证将取消装运 Exporter wants to cancel the shipment unless the
L/C arrives4. 因对方来证不及时而要求延长交期 A request for an extension of the L/C due to a belated L/C5.
因发生不可抗力事故而要求推迟装运 A request for an extension of the date of shipment due to force majeure6.
对海运货物的运输标志提出修改 A request for the modification of shipping marks7. 托运人洽租运输工具
Shippers chartering a vessel8. 发货人洽订集装箱 Shippers booking containers9. 托运人发出装船通知 Shipper
issues a shipping advice10. 对货物单据的说明 An explanation of the shipping documents11. 探讨新的交易条
件 A discussion about new business terms12. 托运人指定货运代理 A shipper is designating his shipping agent13.
出口商解释迟装原因 Exporter explains the reason of late shipmentPart Three : 漫话物流 A Talk About
LogisticsPart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习
ExercisesLesson Ten 投保 Covering InsurancePart One : 保险基本知识 Basics Of InsurancePart Two : 信函
样本 Some Specimen Letters1. 托运人向保险公司询问有关投保事宜 The shipper is inquiring about the
insurance coverage2. 保险公司回函乐意承保 A reply from the insurance company3. 进口商致函出口商要求
投保T.P.N.D.险 The importer is proposing the coverage of T.P.N.D.4. 托运人接受保险公司的保险条件 The
shipper agrees to the terms of the insurance company5. 客户对雨季运输提出特别保险要求 The client is
demanding special insurance arrangements during the rainy season6. 保险公司同意承保并要求投保人支付保
费 The insurance company agrees to cover and demands payment by the shipper7. 收货人因货物短量而向保险
公司提出索赔 Shipper claiming against the insurer for a shortage8. 保险公司拒绝收货人的索赔 Claims
rejected by the insurance companyPart Three : 词汇 New WordsPart Four : 注释与常用短语 Notes & Useful
ExpressionsPart Five : 练习 ExercisesLesson Eleven 商业纠纷的解决 Settlement Of Business DisputePart One
: 索赔的基本知识 Basic Ideas Of ClaimsPart Two : 信函样本 Some Specimen Letters1. 到货后出现短量
Shortage was found on delivery2. 对质量不满意 Complaint about the quality3. 迟装 A delay in shipment4. 对自
行车的索赔 A claim on bicycles5. 对交货延迟提出异议 Complaint about delay in delivery6. 对迟装异议的答
复 A reply about late delivery7. 对货物质量缺陷提出异议 Complaint about quality defect8. 对货损报告的答复
A reply to a report of damage9. 对短量报告的答复 A reply to a report of shortage10. 货物运输途中出现丢失
Cargo lost during the transit11. 对托运人的投诉做出理赔答复 A reply to the complaint from the shipper12. 对
包装不妥造成内装物破碎提出索赔 Claims on the damage caused by inappropriate packing13. 对企业售后服
务的投诉 Complaint about after-servicePart Three : 对话 A DialoguePart Four : 词汇 New WordsPart Five :
注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Twelve 进出口手续 Import And
Export ProceduresPart One : 进口手续 Import ProceduresPart Two : 出口手续 Export ProceduresPart Three
: 营业简介 Introduction Of Business OperationPart Four : 词汇 New WordsPart Five : 注释与常用短语
Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Thirteen 公司间一般往来信函 Ordinary
Inter-Company CorrespondencePart One : 营业报告 Business ReportPart Two : 信函样本 Some Specimen

《现代国际商务函电》

Letters1. 介绍业务代表来华 Introduce a new representative to China2. 寄送介绍信 Send a letter of introduction3. 普通介绍信 An ordinary letter of introduction4. 对介绍信的回复 A reply to a letter of introduction5. 邀请某人赴鸡尾酒会 Invite somebody to a cocktails party6. 公司地址搬迁并通知客户 Notify the customer of a change of premises7. 向客户寄送小礼品 Send a small gift to your customer8. 新年贺喜 New year congratulations9. 订飞机票 Booking air tickets10. 订旅馆房间 Booking hotel11. 申请签证 Apply for a visa12. 公司招聘驻外业务员 Looking for salesman working abroad13. 婉拒应聘者的应聘要求 Reject an application for a job14. 应聘函 A letter of application15. 宣布开办新的业务分支机构 Announce the opening of a new branch16. 祝贺某人职位升迁 Congratulation for sb ' s promotion17. 任命业务经理 Appointing a business manager18. 生老病死的慰问 Letters expressing solicitude or condolence19. 道歉函 Making an apology20. 个人简历 ResumesPart Three : 对话 A DialoguePart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful ExpressionsPart Six : 练习 ExercisesLesson Fourteen 商业旅行和商业会议 Business Travel And Business MeetingPart One : 学会筹划一个会议 Learn To Plan A MeetingPart Two : 对话 A DialoguePart Three : 词汇 New WordsPart Four : 注释与常用短语 Notes & Useful ExpressionsPart Five : 练习 ExercisesLesson Fifteen 以各种灵活方式做生意 Do Business In Many Different WaysPart One : 商业代理 Business AgentPart Two : 分销和分销商 Distribution And DistributorsPart Three : 期货交易和期货市场 Futures Trading And Futures MarketPart Four : 词汇 New WordsPart Five : 注释与常用短语 Notes & Useful Expressions主要参考书目

《现代国际商务函电》

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