

<<外贸出口英语（英汉对照本）>>

图书基本信息

书名：<<外贸出口英语（英汉对照本）>>

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内容概要

内容简介

本书系英国BBC为具有一定英语基础的外贸出口业务人员编写的广播电视英语教学系列教材。

内容是以一家生产摩托车的家族公司拓展出口业务为线索展开的

生产经营方方面面的十个故事： 交易； 出口； 市场营销和促销； 作价和销售；

代理行； 工作条件 国际贸易和外汇； 公司机构； 交易条件和限制；（（10））
支付方式。

为适合我国读者学习参考，现将课文、练习及情景对话译成中文，并补充若干外贸出口业务基础知识。

书籍目录

Introduction

About this book

EPISODE 1

Programmed unit: TRADING

Glossary

Listening comprehension: HOMECOMING

Exercises:

1. Look/sound/feel/taste/smell

2. Question tags

3. Present perfect tense + ye/already

4. Train timetable

A memo

5. Question formation

6. Writing a memo

EPISODE 2

Programmed unit EXPORTING

Glossary

Listening comprehension: THINKING ABOUT EXPORTING

Exercises:

1. Used to + infinitive

2. Offers and requests on the telephone

3. Verbs of liking + verb + ing

4. Insurance vocabulary

5. Telephone messages

6. Telephone dialogue

EPISODE 3

Programmed unit: MARKETING AND PROMOTION

Glossary

Listening comprehension: IN THE BOARDROOM

Exercises:

1. Reported speech

2. Must/have to

3. Formal and informal suggestions

4. Meeting vocabulary

Agenda and minutes of a meeting

5. The passive

6. Reported speech

7. Impersonal reported speech

8. Writing an agenda and minutes

EPISODE 4

Programmed unit PRICING AND SALES

Glossary

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2. Emphasis

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3. Airport announcements

4. Telegrams and telexes

5. Telex abbreviations

6. Telex punctuation

7. Re-writing telegrams

EPISODE 5

Programmed unit: AGENTS

Glossary

Listening comprehension: DEALING WITH AN AGENT

Exercises:

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2. Used to + verb + ing

3. Export price terms

4. Polite phrases

Layout of a business letter

5. Comprehension questions

6. Letters of enquiry

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EPISODE 6

Programmed unit: WORKING CONDITIONS

Glossary

Listening comprehension: PROBLEMS OF EXPANSION

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3. Future perfect tense

Job advertisements

4. Vocabulary of job advertisements

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Curriculum Vitae

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EPISODE 7

Programmed unit: INTERNATIONAL TRADE AND EXCHANGE

Glossary

Listening comprehension: SUCCESS AND PROBLEMS

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EPIISODE 8

Programmed unit COMPANY FORMATION

Glossary

Listening comprehension: REORGANIZATION

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EPIISODE 9

Programmed unit: TRADE RESTRICTIONS

Glossary

Listening comprehension: MYSTERY BACKERS NAMED

Exercises:

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4. Problem solving

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6. Table of comparatives

7. Comparisons

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EPIISODE 10

Programmed unit METHODS OF PAYMENT

Glossary

Listening comprehension: SEARCH FOR NEW MARKETS

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2. Replying to suggestions
3. Documentation
4. The passive

News reports

5. Comprehension questions

6. Headlines

ANSWERS

Episode 1: Story tapescript

Answers to exercises

Episode 2: Story tapescript

Answers to exercises

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Answers to exercises

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Answers to exercises

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