

<<外贸函电>>

图书基本信息

书名：<<外贸函电>>

13位ISBN编号：9787512316249

10位ISBN编号：7512316240

出版时间：2011-6

出版时间：中国电力出版社

作者：郭丙武 编

页数：188

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>

<<外贸函电>>

内容概要

本书为高等职业教育经济管理类专业规划教材。

本书共分11章，主要内容包括建立贸易关系、代理、询盘与回复、报价与出价、还价与接受、订单与销售合同、信用证与其他支付、包装与发货、保险、申诉与索赔、传真与电子邮件。内容丰富，结构清晰，实用性强。

本书可作为高等职业院校国际贸易专业的教材，也可作为成人函授教育或市场营销、国际商务、国际金融、文秘等相关专业教材，还可供相关技术人员参考。
本书由郭丙武主编，王辉、韦漫江副主编。

书籍目录

前言

Chapter 1 Establish Business Relationship

- 1.1 Introduction
- 1.2 Sample Letters
- 1.3 Extended Reading
- 1.4 Skills Training
- 1.5 Related Links

Chapter 2 Agency

- 2.1 Introduction
- 2.2 Sample Letters
- 2.3 Extended Reading
- 2.4 Skills Training
- 2.5 Related Links

Chapter 3 Enquiry and Reply

- 3.1 Introduction
- 3.2 Sample Letters
- 3.3 Extended Reading
- 3.4 Skills Training
- 3.5 Related Links

Chapter 4 Quotation and Offer

- 4.1 Introduction
- 4.2 Sample Letters
- 4.3 Extended Reading
- 4.4 Skills Training
- 4.5 Related Links

Chapter 5 Counter-offer and Acceptance

- 5.1 Introduction
- 5.2 Sample Letters
- 5.3 Extended Reading
- 5.4 Skills Training
- 5.5 Related Links

Chapter 6 Order and Sales Contract

- 6.1 Introduction
- 6.2 Sample Letters
- 6.3 Extended Reading
- 6.4 Skills Training
- 6.5 Related Links

Chapter 7 L/C and Other Terms of Payment

- 7.1 Introduction
- 7.2 Sample Letters
- 7.3 Extended Reading
- 7.4 Skills Training
- 7.5 Related Links

Chapter 8 Packing and Shipment

- 8.1 Introduction

<<外贸函电>>

8.2 Sample Letters

8.3 Extended Reading

8.4 Skills Training

8.5 Related Links

Chapter 9 Insurance

9.1 Introduction

9.2 Sample Letters

9.3 Extended Reading

9.4 Skills Training

9.5 Related Links

Chapter 10 Complaints and Claims

10.1 Introduction

10.2 Sample Letters

10.3 Extended Reading

10.4 Skills Training

10.5 Related Links

Chapter 11 Fax and E-mail

11.1 Introduction

11.2 Sample Letters

11.3 Extended Reading

11.4 Skills Training

11.5 Related Links

附录 A Key to Exercises

参考文献

<<外贸函电>>

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:<http://www.tushu007.com>