

<<进出口贸易实务>>

图书基本信息

书名：<<进出口贸易实务>>

13位ISBN编号：9787543220904

10位ISBN编号：7543220903

出版时间：2012-9

出版时间：格致出版社

作者：王学惠

页数：331

字数：384000

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>

<<进出口贸易实务>>

内容概要

王学惠编著的《进出口贸易实务(英文版)》为读者展现了进出口贸易中涉及的各主要交易环节,包括合同条款的订立、电子商务在进出口业务中的具体运用、识别和防范各类常见的欺诈,以及与进出口贸易有关的各种相关国际条约、惯例或规则等。

《进出口贸易实务(英文版)》以独到的视角对进出口贸易实务进行了全面客观的描述。并通过真实案例帮助读者分析问题,加深对全书内容的理解。

作者搜集了大量真实的单据和国内外宝贵资料,还原了进出口贸易的本来面目。

为方便读者尤其是初学者深入了解进出口合同履行中的各主要流程,后续章节重点围绕合同条款进行详细介绍。

<<进出口贸易实务>>

作者简介

王学惠

安徽农业大学经济与管理学院教师。

主要研究方向：国际贸易实务，信用证业务及相关惯例。

先后发表第一作者论文近30篇，其中有近20篇收录于国际刊物。

主编的教材有《国际贸易实务》(英文版)和《国际结算》(第1版)，副主编的教材有《国际贸易实务新编》。

<<进出口贸易实务>>

书籍目录

Chapter 1 Introduction to Import and Export Trade

1.1 Characteristics of Import and Export Trade

1.2 How to Get Started in Import and Export

Trade

1.3 Tips on Getting Started an Import or Export

Business

1.4 How to Write a Good Developing Letter

1.5 Structure of the Book

1.6 Summary

Chapter 2 Negotiation and Signing of Import and Export

Contracts

2.1 Forms and Procedures of Negotiation

2.2 Negotiation of Main Clauses

2.3 Negotiation of General Clauses

2.4 Signing of Written Contracts

2.5 Forms of Written Contracts

2.6 Tips to Keep in Mind

2.7 Summary

Chapter 3 Performance of Import and Export Contracts

3.1 Performance of Import Contracts

3.2 Performance of Export Contracts

3.3 Summary

Chapter 4 Subject Matter of Contracts

4.1 Name and Quality of Goods

4.2 Quantity of Goods

4.3 Packaging of Goods

4.4 Summary

Chapter 5 International Price

5.1 Denotation of International Price

5.2 Trade Terms and International Trade

Practices

5.3 Costing for Import and Export

5.4 Commission and Discount

5.5 Foreign Exchange Risk Management

5.6 Price Clauses in Contracts

5.7 Summary

Chapter 6 International Cargo Transportation

6.1 Marine/Ocean Cargo Transportation

6.2 Air Transportation

6.3 Multimodal Transportation

6.4 Other Modes of Transportation

6.5 Container Transportation

6.6 Transportation Clauses in Contracts

6.7 Transport Documents

6.8 Summary

<<进出口贸易实务>>

Chapter 7 International Marine Cargo Insurance

7.1 Fundamental Principles of Marine Insurance

7.2 Main Coverage

7.3 Types of Insurance under ICC, 2009

7.4 Types of Marine Cargo Insurance under PICC, 2009

7.5 Insurance Practice

7.6 Insurance Clauses in Contracts

7.7 Summary

Chapter 8 International Payment

8.1 Instruments

8.2 Traditional Methods of International Payment

8.3 Other Methods of International Payment or Banking Services

8.4 Summary

Chapter 9 General Clauses in Contracts

9.1 Inspection

9.2 Disputes and Claims

9.3 Force Majeure

9.4 Retention of Title

9.5 Arbitration and Mediation

9.6 Summary

Chapter 10 E-commerce in Import and Export Trade of Goods

10.1 Importance of E-commerce

10.2 Purposes of Making Use of the Internet

10.3 Benefits of E-commerce

10.4 How to Start E-commerce

10.5 Types of E-markets

10.6 Electronic Payment Mechanisms

10.7 Risks in E-commerce

10.8 Summary

Chapter 11 Common Fraud Schemes and Management

11.1 What is Fraud?

11.2 Types of Common Fraud in International Trade and Management

11.3 Summary

Appendix 1 Sea Waybill

Appendix 2 Multimodal Transport B/L

Appendix 3 Forwarder's Cargo Receipt

References

后记

<<进出口贸易实务>>

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>