

<<商务英语>>

图书基本信息

书名：<<商务英语>>

13位ISBN编号：9787561828717

10位ISBN编号：7561828713

出版时间：2009-1

出版时间：天津大学出版社

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页数：269

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前言

随着经济全球化趋势的不断扩大，中国参与国际商务活动日趋频繁，商务英语作为服务于国际商务活动的工具和媒介，占据着不可或缺的重要地位。

商务英语并非作为一门独立的语言而存在，而是服务于一个专门行业的门类，其本质离不开英语语言的基本规律，但也有着独自的特点和应用范围，在国际商务活动中发挥着独特的作用。

在国际商务交往中做到准确、高效是从事国际商务活动的人们希望达到的，而了解商务英语表达的范围、模式、术语和规范，掌握其规律，无疑会在国际商务活动中处于有利地位。

《职场英语口语与写作实训商务英语》即以实用、高效为指导思想编写的一本应用手册。

本书在编写过程中，参阅了市场上多部商务丛书，在比较全面地覆盖国际商务活动中所涉及领域的同时，力求做到重点突出、实用高效，使读者一书在手，基本解决日常商务活动中遇到的英语表达问题。

本书分为两大部分。

第一部分为口语实训，编排顺序从宏观政策到微观的具体业务活动。

其中的业务活动从源头开始，包含自初步交往、实质接触、进行往来、签订合同，直至解决纷争的全过程。

第二部分为写作实训，概述部分。

介绍了商务信函和合同写作的基本原则和特点、日常业务信函的写作实例和合同的写作实例，均按照商务业务的流程和合同的基本种类进行排列。

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内容概要

《商务英语》以实用、高效为指导思想编写的一本应用手册。

《商务英语》在编写过程中，参阅了市场上多部商务丛书，在比较全面地覆盖国际商务活动中所涉及领域的同时，力求做到重点突出、实用高效，使读者一书在手，基本解决日常商务活动中遇到的英语表达问题。

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Andrew : Were trying to increase our manufactured exports from India instead of just ship-ping raw materials , such as piecegoods instead of raw cotton , and also there may be things we could sell on the Continent that you dont want in the U.K. What do , you think , Mr. Pinter? Pinter : Thats a big , big question , Mr. Andrew. Frankly , I havent studied the problems of your country. But whatever you want to sell , itll pay you dollars for cents to do a lot of market research first. Andrew : Where can I get the information I need? Pinter : Well , for a start , from embassies and consulates , including your own , chambers of commerce and trade associations , local clearing banks , credit enquiry houses , ship-ping agents , trade magazines and customs import and export lists. Andrew : And what sort of information should I look for? Pinter : First of all youve got to find out if theres any demand for your merchandise , and what sort of competition youll meet. Then there are local conditions and prefer-ences. Take PaCkaging , say , if you sell to Belgium , youll need labels in two lan-guages , French and Flemish. Even colors are important. Andrew : You mean , jr. as in India we regard red and orange as lucky colors? Pinter : Exactly. And theres the packaging material. For instance , some countries dont allow hay or straw , in case they contain bugs. Andrew" What about advertising , and choosing selling agents? Pinter : If you can find a good advertising agent , by the way , I can put you in touch with some , its best to leave the choice of media to him. It all depends on your merchan-dise. T.V. and radio ads are best for some lines , magazines and trade papers for others , still mail order and direct selling for other goods. As for choosing a selling agent , thats got to be your number one priority. Sometimes youll choose a firm already established in your line , if you can find one who isnt already signed up ; other times you might choose a guy whos new to the business but has plenty of get-up-and-go. But before you choose , make sure you get credit reports from his bank-ers.

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