

<<外贸英语>>

图书基本信息

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内容概要

我们在从事国际贸易实务双语教学的过程中发现教材的选择较难：纯中文教材不利于学生专业外语水平的提高；纯英文教材不利于学生对专业知识的全面掌握。

有一些教材在内容上不够完整，结构上不够合理，语言上有些难度，不适合高职高专院校使用。

还有一些教材没有配备练习题，只有国际贸易实务的相关知识以及一些很好的阅读材料，因此使用这些教材的教学效果不显著。

为满足高职高专教育对财经类国际贸易专业教材的需求，同时根据教育部关于全国高职高专教学评估有关精神和教育部关于精品课程教材建设的有关要求，我们编写了本书。

本书是全英文教材，结构合理、体系完整，在内容上注意外贸专业知识、实际业务操作以及英语运用三者之间的密切配合。

每一章的开始有学习目标；每一章的每一节后面有课堂讨论、专业术语练习；每一章的后面还有本章小结、关键词汇、配套练习题和与该章内容密切相关的阅读材料；同时提供了3套综合测试题。

本书不仅可作为各高等院校国际贸易、商务英语等专业的双语教学教材，也可作为专业外语课的教材。

书籍目录

Chapter 1 Introduction Study objectives 1.1 Exporting and importing 1.2 Terms and conditions of contract 1.3 Procedures of importing and exporting business 1.4 The laws and usual practices of the international trade Summary Key words, phrases and special terms Reading material

Chapter 2 International Trade Terms Study objectives 2.1 Trade terms and international trade usages 2.2 The trade terms of the group E,F,C 2.3 The trade terms of the group D 2.4 The choice of trade terms in practice Summary Key words, phrases and special terms Exercises Reading material

Chapter 3 Terms of Commodity Study objectives 3.1 Name and quality of commodity 3.2 Quantity of commodity 3.3 Packing of commodity Summary Key words, phrases and special terms Exercises Reading material

Chapter 4 International Cargo Transport Study objectives 4.1 Modes of transportation 4.2 The shipment clause 4.3 Shipping documents Summary Key words, phrases and special terms Exercises Reading material

Chapter 5 Insurance——Marine Cargo Insurance Study objectives 5.1 The scope of marine cargo insurance coverage 5.2 Conditions of marine cargo insurance 5.3 London Insurance Institute Cargo Clauses 5.4 Insurance clauses in the contract and forms of insurance contract Summary Key words, phrases and special terms Exercises Reading material

Chapter 6 Terms of Price Study objectives 6.1 About the price 6.2 Pricing methods 6.3 Selection of money of account and the price clause Summary Key words, phrases and special terms Exercises Reading material

Chapter 7 International Payment Study objectives 7.1 Instruments of payment 7.2 Modes of payment 7.3 Combination of different modes of payment Summary Key words, phrases and special terms Exercises Reading material

Chapter 8 Inspection and Claims Study objectives 8.1 Inspection 8.2 Claims Summary Key words, phrases and special terms Exercises Reading material

Chapter 9 Force Majeure and Arbitration Study objectives 9.1 Force majeure 9.2 Arbitration Summary Key words, phrases and special terms Exercises Reading material

Chapter 10 Negotiation of Contract Study objectives 10.1 The steps of signing a contract 10.2 The form and contents of a contract Summary Key words, phrases and special terms Exercises Reading material

Chapter 11 Implementation of Contract Study objectives 11.1 The performance of export contract 11.2 Performance of import contract 11.3 The main import and export documents Summary Key words, phrases and special terms Exercises Reading material

Chapter 12 Modes of International Trade Study objectives 12.1 Exclusive sales and agency 12.2 Invitation to tender and submission of tender 12.3 Auction and consignment Summary Key words, phrases and special terms Exercises Reading material

Appendix Test 1 Test 2 Test 3 Bibliography Answers(见配套光盘) Translations(见配套光盘)

媒体关注与评论

习题答案，测试题答案，参考译文。

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