

<<大学英语外贸函电>>

图书基本信息

书名：<<大学英语外贸函电>>

13位ISBN编号：9787811259742

10位ISBN编号：7811259745

出版时间：2012-3

出版时间：中国海洋大学出版社

作者：金泽林 主编

页数：330

字数：494000

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>

<<大学英语外贸函电>>

内容概要

为满足学生自学需要，每单元课文前面给出经贸术语（附带有简明扼要的定义、解释）和套语，课文后面又给出生词短语。

除此之外，还配有详尽的注解。

内容涉及信函布局谋篇、遣词造句、词义、用法、同义词比较、相关词语表达介绍，还涉及复杂句子结构及其他较难的语法现象，以及翻译技巧、难点的理解、有关经贸知识的简明解说等。

一些难句则附有译文或句意。

总之，在内容安排、形式体例、行文风格等方面，《大学英语外贸函电》力求能起到“书面教师”的作用。

《大学英语外贸函电》的练习，兼顾英语技能与经贸知识、训练理解与记忆、训练语言运用技能。

写作练习、信函翻译，都附有较难句、词、短语的解释与译文，以帮助读者克服畏难心理，在轻松愉快中，培养兴趣，提高写作能力。

<<大学英语外贸函电>>

书籍目录

Unit 1 Business Letters

1. Writing of the Letters

Unit 2 Establishment & Development of Business Relations

2. Making Self-introduction

3. Starting Business Relations with an Exporter

4. Request for the Establishment of Business Relations

5. A Reply to the Request for the Establishment of Business Relations

Unit 3 Enquiries and Offers

6. Making an Enquiry

7. Making an Offer

8. Sending Proforma Invoice

9. Making a Voluntary Offer

Unit 4 Counter-offers

10. Request for Lower Price

11. Declining Price Reduction

12. Concession on Price

13. Increase in Price

Unit 5 Business Contracts and Orders

14. Placing an Order

15. Sending a Sales Confirmation

16. Booking a Repeat Order

17. Failing to Supply

Unit 6 Payment of Goods

18. Request for Payment by DIP

19. Declining Payment by D/A

20. Modifying Terms of Payment

Unit 7 Establishment of and Amendment to L/C

21. Urging Establishment of L/C

22. Application for Establishment of L/C

23. Asking for Extension of L/C

24. Amendment to L/C

Unit 8 Packing

25. Discussions About the Package Between the Buyer and the Seller

Unit 9 Shipment

26. Advising Shipment

27. Urging Shipment

28. Proposing Partial Shipment and Transshipment

29. Inquiring About Shipping Containers

Unit 10 Insurance

30. Asking the Seller to Cover Insurance

31. Covering Insurance for the Buyer

32. Request for Excessive Insurance

33. Asking the Insurance Company to Insure the Shipment

<<大学英语外贸函电>>

Unit 11 Claims and Settlement

34. Complaining of Wrong Dispatch

35. Apologizing for the Complaint

36. Claims

37. Settlement of Claims

Unit 12 Agency

38. Importer Asks for Sole Agency

39. Declining the Request for Sole Agency

40. Entrusting Customers with Sole Agency

.....

Unit 13 Electronic Communications

Unit 14 Effective Writing : Avoid Cliche

Unit 15 Foreign Direct Investment

<<大学英语外贸函电>>

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>