

《经贸英语》

书籍信息

版次：1

页数：256

字数：320000

印刷时间：2007年07月01日

开本：

纸张：胶版纸

包装：平装

是否套装：否

国际标准书号ISBN：9787040161984

内容简介

本书是行业英语系列教材中的一册。本书共15单元，每单元分4大模块：听力、会话、基础知识和综合练习。本书在选材上注重前瞻性，着眼于行业新理念、新方法、新术语的导入；在各单元的设计上突出听说训练，以培养学生用英语进行交际的能力，适应复合型人才培育和对外经贸工作的需要。本书适合大专院校外经、外贸专业的学生和相关从业人员使用。本书另配有录音带。

目录

UNIT 1 Trade (贸易)

- Part 1 Understanding of Trade
- Part 2 Establishing Trade Relations
- Part 3 Rudimentary Knowledge
- Part 4 Additional Practice

UNIT 2 Markets (市场)

- Part 1 Some Forms of Markets
- Part 2 Marketing Products or Services Successfully
- Part 3 Rudimentary Knowledge
- Part 4 Additional Practice

UNIT 3 Attracting or Making Investment (引资或投资)

- Part 1 Attracting or Making Investment
- Part 2 Investment Environment
- Part 3 Rudimentary Knowledge
- Part 4 Additional Practice

UNIT 4 Import and Export (进口与出口)

- Part 1 Import and Export
- Part 2 Making the Decision to Import or Export
- Part 3 Rudimentary Knowledge
- Part 4 Additional Practice

UNIT 5 Technology Transfers (技术转让)

- Part 1 Benefits of Advanced Technology
- Part 2 Introducing the Latest Technology to Keep Competitiveness
- Part 3 Rudimentary Knowledge
- Part 4 Additional Practice

UNIT 6 Invitation for and Submission of Bids (招标与投标)

- Part 1 Conditions for Bids
- Part 2 Consulting About the Bids
- Part 3 Rudimentary Knowledge

Part 4 Additional Practice

UNIT 7 Inquiry and offer (询价与报价)

Part 1 General Ideas of Inquiry and Offer

Part 2 Dialogues About Inquiry and Offer

Part 3 Rudimentary Knowledge

Part 4 Additional Practice

UNIT 8 Counter-offer (还盘)

Part 1 Understanding of Counter-Offer

Part 2 Meeting Each Other Halfway

Part 3 Rudimentary Knowledge

Part 4 Additional Practice

UNIT 9 Acceptance and Ordering (接受与订购)

UNIT 10 Packing and Shipment (包装与发运)

UNIT 11 Insurance (保险)

UNIT 12 Agency (代理)

UNIT 13 Claims (索赔)

UNIT 14 Arbitration (仲裁)

UNIT 15 Commercial Documents (商贸单证)

Tapescripts

key for Reference

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www.tushupdf.com](http://www.tushupdf.com)