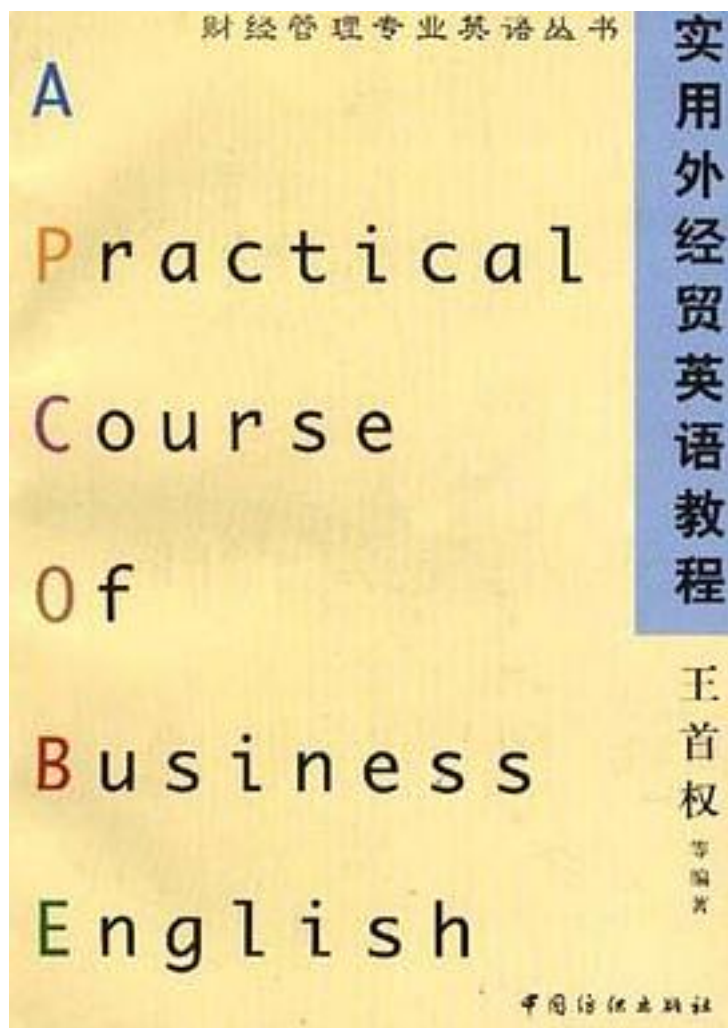


实用外经贸英语教程



[实用外经贸英语教程_下载链接1](#)

著者:王首权

出版者:中国纺织出版社

出版时间:1998-01

装帧:平装

isbn:9787506414159

本书由两大部分组成。第一部分16个单元，为外贸英语文章

精选，内容包括国际贸易理论、进出口业务、国际贸易金融、国际经济技术合作、国际市场营销及国际商法等。第二部分为外贸函电与会话，内容包括进出口全部程序的各主要环节，共分7个单元。本书为高等院校外经贸专业的专业英语教程，适用于大专院校主修或辅修外经贸专业的学生，也可供社会办学及有中等以上英语水平的社会各界人士自学使用。

作者介绍:

目录: PART ONE

Unit One

Text: Primary Secondary and Tertiary Production

Unit Two

Text: Division of Labor and Gains from Specialization

Unit Three

Text: Free Trade Areas and Common Markets

Unit Four

Text: GATT

Unit Five

Text: Import and Export

Unit Six

Text: New Forms of International Trade

Unit Seven

Text: Compensation Trade in China

Unit Eight

Text: Joint Venture

Unit Nine

Text: Finance of International Trade

Unit Ten

Text: Transport

Unit Eleven

Text: Marketing Management Philosophies

Unit Twelve

Text: Advertising and Marketing

Unit Thirteen

Text: Selecting Target Markets

Unit Fourteen

Text: The Seller's Warranties to the Buyer

Unit Fifteen

Text: Principles of Damages

Unit Sixteen

Text: Multinational Corporation

PART TWO

Unit One

Establishing Business Relations

Unit Two

Inquiries

- Unit Three
- Offer and Acceptance
- Unit Four
- Payment
- Unit Five
- Packing and Shipment
- Unit Six
- Insurance
- Unit Seven
- Complaints and Claims
- Key to Exercises
- • • • • [\(收起\)](#)

[实用外经贸英语教程_下载链接1](#)

标签

评论

[实用外经贸英语教程_下载链接1](#)

书评

[实用外经贸英语教程_下载链接1](#)