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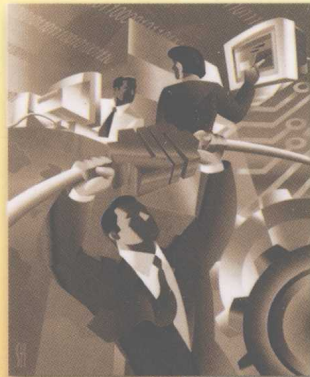
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CONTEMPORARY INTERNATIONAL BUSINESS COMMUNICATION

现代国际

梁树新◎编著

商务函电



Contemporary
International Business
Communication

人民邮电出版社
POSTS & TELECOM PRESS

现代国际商务函电

梁树新 编著

人 民 邮 电 出 版 社
北 京

图书在版编目(CIP)数据

现代国际商务函电 / 梁树新编著. —北京: 人民邮电出版社, 2008.2

ISBN 978-7-115-17422-2

I. 现… II. 梁… III. 国际贸易—英语—电报信函—写作 IV. H315

中国版本图书馆CIP数据核字(2007)第204017号

内 容 提 要

本书从实用角度出发, 重点介绍了企业在现代国际商务活动中与国外企业进行业务沟通时撰写各类英文商务信函的方法与技巧, 同时也介绍了一些最新的国际商务营销知识及商务会话。

书中内容涉及了国外市场调研分析、营销策划、企业经营活动组织管理、客户关系建立与管理、商务活动中的各类业务沟通、对外贸易业务中各环节的信函往来等内容。特别是在外贸业务方面, 本书内容包含了客户联络、交易磋商、报价还盘、签订合同、组织货源、包装储运、报验投保、国际结算、索赔理赔等各个环节里的大量实用性信函范例, 企业可根据自身情况在实际业务中参考使用。除此之外, 本书还收录了招聘应聘、推荐信、介绍信、邀请函、个人简历、贺喜致丧等各类特殊应用文。

本书适用于高校国际贸易专业教学和企业相关人员的业务技能培训。

现代国际商务函电

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责任编辑 代新梅

◆ 人民邮电出版社出版发行

北京市崇文区夕照寺街14号

邮编 100061 电子函件 315@ptpress.com.cn

网址 <http://www.ptpress.com.cn>

北京隆昌伟业印刷有限公司印刷

新华书店总店北京发行所经销

◆ 开本: 700 × 1000 1/16

印张: 18.5

2008年2月第1版

字数: 120千字

2008年2月北京第1次印刷

ISBN 978-7-115-17422-2/F

定 价: 35.00元

读者服务热线: (010) 67129879 印装质量热线: (010) 67129223

反盗版热线: (010) 67171154

前 言

国际商务函电是企业在进行现代国际商务活动中就相关业务问题进行联络和沟通的重要交流手段。作者在长期从事相关教学及外贸实践的基础上,根据国际商务活动的基本特点和要求,并充分总结和吸收了国内外相关优秀教材的精华,组织编写了《现代国际商务函电》。本书既可供大专院校涉外经贸专业的在校学生学习使用,也可供广大从事实际对外贸易业务及涉外商务活动的业务人士阅读参考。

本书在编写过程中,努力突出了以下几项特色。

1. 加强与国际商务及对外贸易业务的关联性和相互溶合性。书中的文章及信函紧扣对外商务活动的业务实践,涉及业务的各个环节和各环节不同的业务背景,比如不同条件下的报价、对同一报价的不同答复、不同情况下的催款、出现同一纠纷时的不同解释及不同处理方法等。这样就使本书的内容与外贸业务之间具有了非常强的针对性,克服了过去有些教科书存在的纸上谈兵的弊病,从而为企业的对外商务活动提供有效的知识参考。

2. 反映了当今国际商务活动的最新发展动向。本书对现代国际商务活动的一些发展动态及最新业务形式均做了一些基本介绍,使读者能够了解当前国际商务活动的变化。同时,本书除了介绍商务函电的基本格式及基本特点之外,还对商务函电的传真格式及E-mail格式的使用也做了一些介绍,以便使学生能够在实际工作中迅速适应和掌握这些基本知识。

3. 本书内容采用了以函电为主,以知识性短文和商务会话为辅的基本结构,使读者在了解相关业务中函电的基本撰写技巧的同时,对于相关的业务知识、英文专业术语和相关业务背景下口头谈判的基本情况都能得到一个大致地了解,从而为企业的业务活动提供有益的参考。

本书在编写过程中，梁树新负责全书内容的基本结构设计、各章节基本素材的搜集整理及编写，胡炜、傅艺婷、宋艳燕、李文秀、张宝娟、徐松桃、巩肖乐负责后期文字整理及商务内容编写校对工作，段惠冉、程兰花、梁琳负责词汇、语法等方面的校对工作。

编 者

2008年1月

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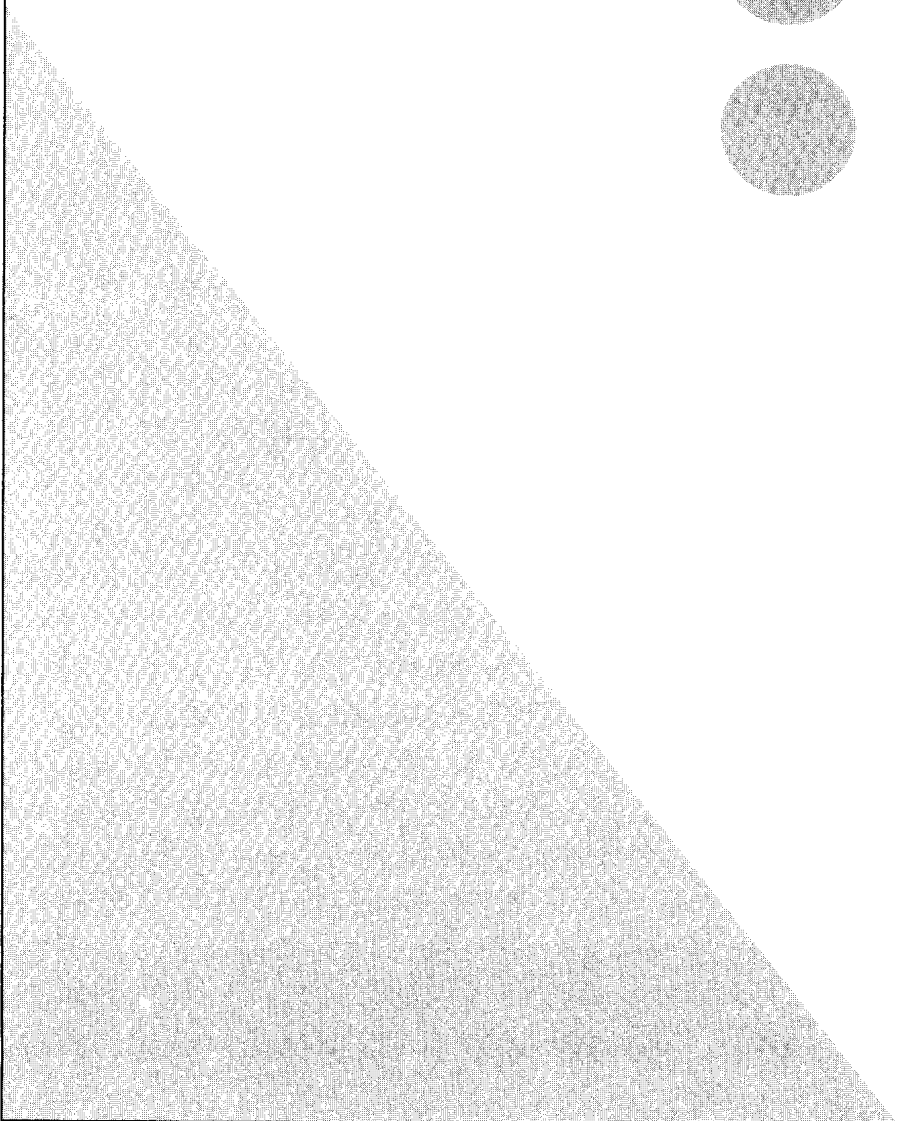
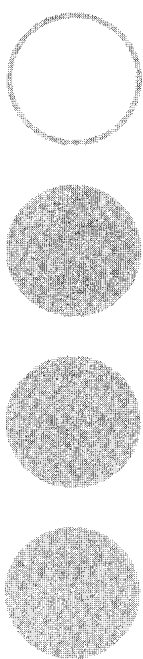
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Lesson One

商务信函基础

Basics Of Business Letters



本课要点概述

1. 本课介绍了撰写商务信函应当注意的四项基本原则和一般性语言特征。
2. 本课探讨了一般商务信函的基本格式、基本结构和主要内容。

参 考 资 料