* 词汇
* commercial [kə'mɜːʃ(ə)l]商业广告
* e.g. The TV show was interrupted by too many commercials.
* prospect ['prɒspekt] 前景，潜在客户
* e.g. He called on some prospects but failed to make a sale.
* 他拜访了很多客户，但是没有谈成一笔生意
* make 牌子 制造
* These products are of Chinese make
* The factory manufacured five makes of tractors
* 短语
* soft selling 软销售
* hard selling 硬销售
* Some sales people adopt a direct ‘hard sell’ approach, while others use a more indirect ‘soft sell’ approach.
* have a bad year
* The corporation is having a bad year and it will probably be necessary to dismiss a few office staff.
* lay off v 解雇，停止工作，休息，划出
* make someone redundant 使某人多余
* dismiss vt 解散，下课，开除，解职，使（或让）离开 vi. 解散
* break into/penetrate the market 打入市场
* There is a chance that we’ll manage to break into the UK market.
* 这是大好的机会，我们可以打入英国市场
* **句型**

1. I am writing to you concerning….
2. I can’t agree with you more.
3. You can always reach me at the number….
4. We would very much appreciate it if you could ….
5. I notice with interest you advertsement for …
6. That’s exactly what I think = My opinion exaclly
7. You are wanted on the phone. 有你的电话
8. As requested, we enclose for your attention…

* **熟悉世界贸易组织**
* APEC n 亚太经贸合作组织 简称亚太经合组织

（The Asia-Pacific Economic Cooperation）

WTO 世界贸易组织（World Trade Organization）

GATT abbr.关贸总协定（General Agreement on Tariffs and Trade）

**熟悉国际商务英语有关行业的基础术语及其内涵意义**

letter of credit n【商】银行发行的信用证

Product price promotion place（分销） 四个P，研究市场

FOB free on Board 船上交货价格，离岸价格

CIF 【商】Cost Insurance and Freight 到岸价格

学习国际商务知识，略知相关专业知识

一个中心：国际贸易知识

四个基本点：国际经济、国际金融、营销策略、国际商法。

国际经济：4C(Competition，Contradiction，Coordination，Cooperation)等

国际金融：外汇、国际收支、货币的一般知识

营销策略：市场调研、营销组合、目标市场、战略营销等。

国际商法：合同、WTO协定文本（基本常识）、知识产权等。

**密切了解国际商务最新动态 因特网查看**