

<<现代商务沟通>>

图书基本信息

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前言

Students don't have to be convinced of the need for competent communication skills. By the time they enter the business communication class, they know enough about the business environment to appreciate the critical role communication plays in the contemporary organization. They're also aware of the role communication will play in helping them secure an internship or get a job and be successful at work. To sustain this inherent interest, students need a textbook that is current, fast-paced, and interesting—just like business itself. Thus, a major objective of Fundamentals of Contemporary Business Communication is to present comprehensive coverage of real-world concepts in an interesting, lively, and concise manner. This edition of Fundamentals has been considerably revised to provide students with the skills they need to communicate effectively in the complex and ever-changing contemporary work environment. The revision was based on helpful feedback received from current users around the country (and, indeed, around the English-speaking world), changes in the discipline, and changes in the workplace itself.

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内容概要

本书包括了商务沟通必需的重要内容：对商务沟通的理论概述、商务沟通中涉及的相关问题和最新发展以及人际沟通的各种形式；商务写作技能；不同类型商务信函的写作；商务报告写作和与就业相关的应聘活动及相关文件的撰写等。

本书涵盖了商务英语中最重要和最核心的内容，具有很强的实用性和前瞻性。

本书可供本科生、研究生和相关学习者使用。

书籍目录

Part One Foundations of Business Communication Chapter 1 Understanding Business Communication Chapter 2 Interpersonal Communication SkillsPart Two Developing Your Business Writing Skills Chapter 3 The Writing Process Chapter 4 Revising Your WritingPart Three Correspondence Chapter 5 Routine Letters, Memos, and E-Mail Messages Chapter 6 Persuasive Letters, Memos, and E-Mail Messages Chapter 7 Bad-News Letters, Memos, and E-Mail MessagesPart Four Written and Oral Business Reports Chapter 8 Writing the Business Report Chapter 9 Making Oral PresentationsPart Five Employment Communication Chapter 10 The Job Search, Resumes, and Job-Application Letter Chapter 11 Employment Interviewing and Follow-Up

章节摘录

Revise the following paragraph to incorporate more positive language : We cannot issue a full refund at this time because you did not enclose a receipt or an authorized estimate. Im sorry that we will have to delay your reimbursement. We are not like those insurance companies that promise you anything but then disappear when you have a claim. When we receive your receipt or estimate , we will not hold up your check. Our refusal to issue reimbursement without proper supporting evidence means that we do not have to charge you outlandish premiums for your automobile insurance.

Wordy Expressions Revise the following sentences to eliminate wordy phrases by substituting a single word wherever possible.

a. Push the red button in the event that you see any smoke rising from the cooking surface ,

b. More than 40 percent of the people polled are of the opinion that government spending should be reduced.

c. Please send me more information pertaining to your new line of pesticides ,

d. Due to the fact that two of the three highway lanes were dosed for repairs , I was nearly 20 minutes late for my appointment ,

Hidden Verbs Revise the following sentences to eliminate hidden verbs.

a. After much deliberation , the group came to a decision about how to respond to the lawsuit.

b. Although Hugh wanted to offer an explanation of his actions , his boss refused to listen.

c. Nationwide Call Systems is performing an analysis of our calling patterns to determine how we can save money on long-distance telephone calls.

Hidden Subjects Revise the following sentences to eliminate hidden subjects.

a. There are four principles of marketing that we need to consider.

b. There are several new assignments that should be made.

c. It is our intent to complete the project by Friday at 3 p.m.

d. If you are confused , there are some diagrams that you should review.

Sentence Variety Revise the following paragraph by varying sentence types and sentence lengths to keep the writing interesting.

Health Foods was founded by Floyd Morales in 1994. The product was the first snack food to combine cheddar cheese and popcorn. Morales perfected the Health Foods recipe in his home kitchen after much trial and error. Health Foods sales were reportedly only \$65 , 000 in 1995. During that time , the product was available only in the Midwest. By 1998 , sales had soared to \$12 million. This attracted the attention of Norton. The snack-food giant bought Health Foods in 1999 for \$15 million. Since the purchase , Norton has not revised the popular Health Foods formula. It has used its marketing prowess to keep sales growing , despite the growing number of challengers crowding the market.

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