

<<今日商务沟通>>

图书基本信息

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内容概要

今日商务沟通

本书是一本关于商务通基础知识的大全，更是一本很好的商务沟通方面的教材。

它涵盖了所有商务沟通的基本原则和技巧，对各种商务文件的写作以及口头沟通的要领也有详尽的阐述。

更主要的，本书还论述了伦理道德、文化差异、法律以及技术进步等对商务沟通的影响。

全书包含的内容之广讨论之详细、为学生提供的练习定，都是同类书中不多见的。

全书具有如下特点：

.采用实例：每章都以介绍公司沟通专家的工作开始，以他们成功的实例，启发读者认识掌握这些技巧的现实意义。

它们是连接全章内容和现实商务沟通的纽带。

.采用真实商务文件：所引用的商务文件大多是作者在咨询工作中收集的实际使用过的文件，因而十分真实，具有说服力。

作者对这些文件作了详尽

评论，帮助读者运用所学知识，评价商务文件的优劣，从而真正学会构思和创作商务文件。

.提供了180个练习题和设计了154个案例，为学生提供了充分实践的机会。

本书在内容上还充分反映了近年来信息技术的快速发展给商务沟通带来的影响，描述了正确使用e-mail进行商务沟通和通过Internet查找信息的方法。

本书还列举了各种商务文件的格式，对商务文件中常见的术语以及编写参考文献的格式作了解释。

附录中有基本的英语语法和商务沟通中易用错、易混淆、易拼错的单词词汇表。

本书可用作各大专院校本科生、研究生商务沟通课程的教材，也是从事涉外业务的公司职员必备的参考书。

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