

<<商务交际英语（上）>>

图书基本信息

书名：<<商务交际英语（上）>>

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内容概要

英语在国际商务活动中起着非常重要的作用。

掌握用英语进行商务交际的能力，有利于在激烈竞争中占有先机，反之，将可能面临挫折和失望。

“商务交际英语”课程选用《商务交际英语》作为教材，它涵盖了商务交际活动中的基本知识和技能，如：信函、备忘录/便笺、电子邮件和报告的写作技巧等，此外，《商务交际英语(上)》还讲授了一些当代商务理念、职业道德规范、批判性思维能力和团队精神，以及图表的运用、技术文件写作、客户服务、演示与会议、求职和多元文化工作环境中的交际等。

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章节摘录

The Message A message is composed of a set of symbols. These symbols can be verbal or nonverbal. Verbal symbols are words used when speaking or writing. Letters, memorandums, reports, brochures, catalogs, manuals, and annual reports are composed of verbal symbols. These symbols are also used when speaking face-to-face or on the telephone, participating in a conference or meeting, or delivering a speech. Nonverbal symbols such as gestures, posture, facial expressions, appearance, time, tone of voice, eye contact, and space always accompany verbal symbols. Whether you realize it or not, you use nonverbal symbols to send and determine attitudes. All messages contain nonverbal symbols that help the receiver interpret verbal symbols. If verbal and nonverbal symbols conflict, receivers generally believe the nonverbal symbols over the verbal symbols. For example, a sales representative may say that your account is very important but then keeps you waiting. The representative's nonverbal communication may cause you to question the representative's sincerity, and you may decide to take your business elsewhere.

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