

<<商务英语写作>>

图书基本信息

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内容概要

《商务英语写作》包括十个单元，分别介绍了商务英语写作的一些相关问题，并配有相关的范例作文供学习。

书籍目录

Unit1 Business Writing/Written Business Communication TextA : Art of Writing TextB : Business Writing&Business Writing in English TextC : Business Writing Process Unit2 Employment-Related Writings TextA : Resume Writing TextB : Resumes Cover Letter Writing TextC : Other Letters Concerning Employment Unit3 Memo and Letter Writing TextA : Basics of Memos and Business Letters TextB : 8 C's for Message Formation TextC : Writing Short Documents Unit4 Meeting Documentation TextA : Meeting Planning and Preparation TextB : Conducting a Meeting and Taking Minutes TextC : Following-up and Minutes Processing Unit5 Oral Communication in the Workplace TextA : Interpersonal Communication TextB : Group Communication TextC : Oral Presentation Unit6 Business Documentation TextA : Anatomy of Business Documentation TextB : Strategic Plan Documentation TextC : Writing Procedures Unit7 Business Plan Writing TextA : Business Planning TextB : Elements of a Business Plan 187 TextC : Deploy and Control a Business Plan Unit8 Business Proposal Writing TextA : Basics of Business Proposal Writing TextB : Generic Structure in Proposals TextC : Managing the RFP Process Unit9 Business Report Writing TextA : Form and Function of Business Reports TextB : Defining and Researching Business Reports TextC : Common Business Reports Unit10 Contract Writing TextA : What Is a Contract? TextB : Anatomy of a Contract TextC : Contracting ManagementReferences

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