

<<商务英语沟通>>

图书基本信息

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内容概要

《商务英语沟通(第2版)》作者艾菲德·罗伯茨、菲利普·布鲁斯长期从事MBA教学，并在政府和媒体机构拥有多年丰富经验，针对跨文化背景和中国特殊的商务环境，对在求职沟通、客户沟通、同事沟通、上下级沟通、危机沟通、媒体沟通等情形下如何进行有效商务沟通作了详细的剖析，提出商务沟通的基本原则、技巧和建议。

穿插的大量案例和练习以及附录中对文化差异的阐释，有助于读者快速掌握实务环境中的行动要领，提升处理沟通问题的能力。

《商务英语沟通(第2版)》以浅显易懂的英语为主要讲述语言，重在对内容和技巧的实际运用能力，适用于本科、MBA的教学，也可供在职人员进修和培训使用。

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编辑推荐

《商务英语沟通(第2版)》以英语为主，每一章节末附有中文小结，某些部分译成中文，以便使读者快速抓住要领。

《商务英语沟通(第2版)》从适当的水平展开，层层深入。

书中的英语经过仔细斟酌，通俗易懂，对本科生及研究生均适用。

书中大量的案例与练习都来自中国学生经常遇到的问题及挑战，而非通常此类书中常用的国外案例。

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