

<<国际商务英语写作模板>>

图书基本信息

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前言

Increasing frequency of international cooperation and rapid development of new technology have produced a growing demand for effective written communication . Compared with oral communication ability , written communication competence is less benefited by more and more favorable language environment . Relying on established format , fight language and sound logic , wriRen communication requires more conscious learning under professional instruction . Business report , as a way of written communication in business operation , is often used to convey information , record history for future reference , and offer recommendations , thus playing a crucial role not only in personal career development but also in effective running of organizations .

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### 内容概要

本书详细介绍了三种最为常见的报告形式：备忘录报告、信件报告和规范形式报告，并对每一种形式的构成要素做出了详尽的说明。

读者可以将其作为报告写作时的模板，按照每一要素的具体要求模仿写作，即可以保证报告在形式上的专业性。

本书适合于涉外企业文秘人员；大专院校商务、经贸英语专业学生；大专院校英语专业高年级学生；欲毕业后从事涉外商务工作的在校学生；其他需要商业类写作培训的团体和个人。

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习题答案

章节摘录

Answer 4 : I write a report when I need inform my subordinate of the expansion plan in the near future .

See! Written reports Can do a lot of things for you no matter whether you are a top executive in a large company or a repairman in all auto-shop . In fact . few fields exist in which the need to prepare a report , whether written or oral , is not required . Corporate managers , stockbrokers , doctors , bankers , engineers , scientists , government and military leaders , educators , and international secret agents , all use reports to transmit or receive information . Even the local auto mechanic may be obliged to prepare a written diagnostic report before repairing a customer ' s car . In some instances , reports are prepared on a regular basis , as in the case of salespeople who must produce daily or weekly sales and field trip reports , accountants who compile yearly audit reports , and large corporations that issue anntlal reports to their stockholders .

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