

<<商务英语写作教程>>

图书基本信息

书名：<<商务英语写作教程>>

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前言

在经贸全球化 (globalisation) 与一体化进程日益加快的今天, 我国与世界各国的商贸活动日益增多, 对外商贸业务不断扩大, 人们越来越多地使用英语这个最常用的国际商务工作语言进行商贸交流与沟通。

当然, 成功的商贸活动需要准确而得体的国际商务英语写作, 以实现有效的商贸书面交流与沟通。

国际商务英语写作是商贸书面交流活动中必不可少而且至关重要的一部分, 是很多商贸活动成功的关键。

国际商贸工作者或即将成为国际商贸工作者的人士需要熟悉并掌握的必要专业技能之一就是商贸英语书面沟通与交流技能。

熟悉并掌握商贸英语书面沟通与交流技能的重要途径就是对商贸书面交际过程的专业体验

(experience&practice)、对商务写作技能的训练 (writing skills) 和对商务英语写作修辞意识的研讨

(comment&improvement), 由此而获得真实或近似真实的切身感受, 逐步培养和提高有效的商务英语写作修辞意识和能力。

众所周知, 要写好商务英语应用文, 首先要有一定的英语写作水平。

其次, 应熟悉和掌握各种商务英语应用文文体的写作修辞要求、写作修辞倾向、写作修辞方法等。

此外, 更要了解商务英语写作与一般性英语写作之间的区别; 经过反复地学习、模仿和套用, 才能逐步掌握商务英语应用文的写作修辞方法与技能, 逐步学会撰写各类商务英语应用文, 以此进行富有成效的商贸书面沟通与交流。

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内容概要

本书的最大亮点是，运用当代国际商务英语写作的原则和方法，对充斥大量陈词滥调与冗词赘句的传统信函进行现代化升级改造（improvement），即去旧（删除那些老套迂腐的用语）换新、化繁（去掉那些冗词赘句和语义过虚的用词）为简，使其更加符合现当代商务英语写作标准与要求。

本书主要包括三大部分：商贸业务书面交流的体验感受、商贸英语交流技能的训练和商务英语写作修辞意识的研讨培养。

由此可见，本书是集业务体验、技能训练与意识研讨为一体的非常实用的商务英语写作教材。

本书适用于从事国际商贸活动的白领阶层、经常用英语进行书面沟通的商务人士以及即将毕业并有志于从事国际商贸活动的大中专院校的学生，还可以作为想了解商务写作的其他人士的参考材料。

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章节摘录

Of all these channels , communication in writing is the means most commonly used for setting up business relations. But how can you obtain all the necessary information about a new client when you are going to write a letter to establish business relations ?

Maybe you can seek the help of many sources such as periodicals , advertisements in newspapers , market investigations , self-introduction by merchants themselves , etc. Points to remember After obtaining the desired names and addresses of the firms from any of the above channels or sources , you may start sending letters to the parties concerned. Generally speaking , this type of letter should start by telling the addressee the following.

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编辑推荐

体验商贸交流过程 锤炼商贸交流技能 培养商务写作意识

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