

图书基本信息

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内容概要

成功、高效的商务沟通往往会令您事半功倍。

通过阅读本书，您将了解到：商务沟通的历史背景、商务沟通的各种技术手段、文案设计和实施的程序、如何进行书面沟通、如何进行口头交流、怎样获得心仪已久的工作职位。

本书作者均为执教多年的业界“领袖”。

他们丰富的经验与大量的神机妙算例，将为您提供一套综合、实用的高效商务沟通方法。

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Chapter 7 · The Appearance and Design of Business Messages

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