

<<工作中的英语写作>>

图书基本信息

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## <<工作中的英语写作>>

### 内容概要

本书是一本实用的商务写作入门教材，也是有关职业的写作指导用书，旨在帮助学习者掌握和提升工作中写作的主要技能和交流技巧。

作为精要版，内容时新、重点突出、精炼扼要、简明实用是其主要特色。

本书分为三篇十章，涵盖了工作中各个领域的写作技能：从受众分析和商业伦理，到日渐复杂的商务文件，再到工作中的演讲和简历的制作等。

本书充分体现出了时代性、多样性和国际性。

不仅提供了当下最流行的沟通技术——互联网、电子邮件、计算机图形、演示软件、博客、电子文档等，还从全球市场的角度讲述了如何面向外国读者写作的内容。

本书篇幅适中，理论与实务兼备，简明实用，适合用作商务写作等课程的全英语教学和双语教学教材。

作为一般培训教材及自学参考书，本书也是想提高写作技能的职场人士的极佳选择。

## <<工作中的英语写作>>

### 书籍目录

- 第1章 开始：写作与你的职业生涯
- 第2章 工作中的写作过程和协作
- 第3章 撰写备忘录、传真和电子邮件
- 第4章 信函写作
- 第5章 如何求职：简历、求职信和面试
- 第6章 成功地设计文件和图表
- 第7章 撰写说明书和规程
- 第8章 撰写有效的短篇报告和提议书
- 第9章 认真撰写长篇报告
- 第10章 成功地在工作中作演讲

### 英文目录

#### P A R T I : Backgrounds

#### Chapter 1: Getting Started: Writing and Your Career

##### Writing—An Essential Job Skill

##### Writing for the Global Marketplace

##### See the World Through Their Eyes

##### Use International English

##### Four Keys to Effective Writing

##### Identifying Your Audience

##### Establishing Your Purpose

##### Formulating Your Message

##### Selecting Your Style and Tone

##### Style and Tone Examples

##### Characteristics of Job-Related Writing

##### Providing Practical Information

##### Giving Facts, Not Impressions

##### Providing Visuals to Clarify and Condense Information

##### Giving Accurate Measurements

##### Stating Responsibilities Precisely

##### Persuading and Offering Recommendations

##### Ethical Writing in the Workplace

##### Ten Ethical Requirements on the Job

##### Some Guidelines to Help You Reach Ethical Decisions

##### Ethical Dilemmas

##### Writing Ethically

##### Revision Checklist

##### Exercises

#### Chapter 2: The Writing Process and Collaboration at Work

##### What Writing Is Not and Is

##### What Writing Is Not

##### What Writing Is

##### Researching

##### Planning 29 v

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#### 第1章 开始：写作与你的职业生涯

## <<工作中的英语写作>>

### 第2章 工作中的写作过程和协作

Drafting

Key Questions to Ask as You Draft

Guidelines for Successful Drafting

Revising

Allow Enough Time to Revise

Revision Is Rethinking

Key Questions to Ask as You Revise

A “ Before ” and “ After ” Revision

Editing

Guidelines for Writing Lean and Clear Sentences

Guidelines for Cutting Out Unnecessary Words

Guidelines for Eliminating Sexist Language

Avoiding Other Types of Stereotypical Language

Collaboration Is Crucial to the Writing Process

Seven Guidelines for Successful Group Writing

Sources of Conflict in Group Dynamics and How to Solve Them

Collaborating Online

Avoiding Problems with Online Collaboration

Collaborating via E-Mail

Revision Checklist

Exercises

P A R T I I : Correspondence

Chapter 3: Writing Memos, Faxes, and E-Mails

What Memos, Faxes, and E-Mails Have in Common

Memos

Memo Protocol and Company Politics

Functions of Memos

Memo Format

Memo Style and Tone

Strategies for Organizing a Memo

Organizational Markers

Faxes

Fax Guidelines

E-Mail

Business E-Mail Versus Personal E-Mail

E-Mails Are Legal Records

Guidelines for Using E-Mail

E-Mail Compared with Other Business Communications

Revision Checklist

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HM\_第3章 撰写备忘录、传真和电子邮件

Chapter 4: Writing Letters

Letters in the Age of the Internet

Letter Formats

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Full Block Format  
Modified Format  
Continuing Pages  
Guidelines on Printing Your Letters  
Parts of a Letter  
Date Line  
Inside Address  
Salutation  
Body of the Letter  
Complimentary Close  
Signature  
Enclosure(s) Line  
Copy Notation  
Organizing a Standard Business Letter  
Making a Good Impression on Your Reader  
Guidelines for Achieving the “ You Attitude ”  
Types of Business Letters  
Inquiry Letters  
Special Request Letters  
Sales Letters  
The Four A ’ s of Sales Letters  
Do I Mention Costs?  
Customer Relations Letters  
Being Direct or Indirect  
Follow-Up Letters  
Complaint Letters  
Adjustment Letters  
Collection Letters  
International Business Correspondence  
Guidelines for Communicating with International Readers  
Respecting Readers ’ Nationality and Ethnic/Racial Heritage  
Writing to Readers from a Different Culture: Some Examples  
Revision Checklist  
Exercises  
Chapter 5: How to Get a Job: R é sum é s, Letters of Application,  
and Interviews  
Steps the Employer Takes to Hire  
Steps to Follow to Get Hired  
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第4章 信函写作  
第5章 如何求职：简历、求职信和面试  
Analyzing Your Strengths  
Looking in the Right Places for a Job  
Preparing a R é sum é  
What Employers Like to See in a R é sum é  
The Process of Writing Your R é sum é

## <<工作中的英语写作>>

Parts of a R é sum é  
Organizing Your R é sum é  
The Online R é sum é  
Formatting an Online R é sum é  
Making Your Online R é sum é Search-Engine Ready  
Testing, Proofing, and Sending Your Online R é sum é  
Cyber-Safing Your R é sum é  
Letters of Application  
How Application Letters and R é sum é s Differ  
Writing the Letter of Application  
Going to an Interview  
Preparing for the Interview  
Questions to Expect  
What Do I Say About Salary?  
Ten Interview Dos and Don ' ts  
The Follow-Up Letter  
Revision Checklist  
Exercises  
P A R T I I I : Preparing Documents and Visuals  
Chapter 6: Designing Successful Documents and Visuals  
Organizing Information Visually  
The ABCs of Print Document Design  
Page Layout  
Typography  
Using Color  
Three Rules of Effective Page Design: A Wrap Up  
The Purpose of Visuals  
Choosing Effective Visuals: Some Precautions  
Inserting and Writing About Visuals: Some Guidelines  
Two Categories of Visuals  
Tables  
Parts of a Table  
Figures  
Line Graphs  
Guidelines for Creating a Graph  
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HM\_第6章 成功地设计文件和图表  
Charts  
Circle Charts  
Bar Charts  
Organizational Charts  
Flow Charts  
Pictographs  
Photographs  
Drawings  
Clip Art

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Using Visuals Ethically

Photos

Graphs

Bar Charts

Pie Charts

Drawings

Using Appropriate Visuals for International Audiences

Revision Checklist

Exercises

Chapter 7: Writing Instructions and Procedures

Instructions and Your Job

Why Instructions Are Important

Safety

Efficiency

Convenience

The Variety of Instructions: A Brief Overview

Assessing and Meeting Your Audience ' s Needs

Key Questions to Ask About Your Audience

The Process of Writing Instructions

Plan Your Strategy

Do a Trial Run

Write and Test Your Draft

Revise and Edit

Using the Right Style

Using Visuals Effectively

Guidelines for Using Visuals in Instructions

The Five Parts of Instructions

Introduction

List of Equipment and Materials

Steps for Your Instructions

Warnings, Cautions, and Notes

Conclusion

Model of Full Set of Instructions

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第7章 撰写说明书和规程

Writing Procedures for Policies and Regulations

Some Examples of Procedures to Write

Meeting the Needs of Your Marketplace

Some Final Advice

Revision Checklist

Exercises

Chapter 8: Writing Effective Short Reports and Proposals

Why Short Reports Are Important

Types of Short Reports

Anticipate How an Audience Will Use Your Report

Guidelines for Writing Short Reports

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Do the Necessary Research  
Be Objective and Ethical  
Organize Carefully  
Use Reader-Centered Headings, Bullets and Numbering, and  
Visuals  
Periodic Reports  
Sales Reports  
Progress Reports  
Audience for a Progress Report  
Frequency of Progress Reports  
Parts of Progress Reports  
Trip/Travel Reports  
Questions Travel Reports Answer  
Common Types of Travel/Trip Reports  
Incident Reports  
When to Submit an Incident Report  
Parts of an Incident Report  
Protecting Yourself Legally  
Writing Successful Proposals  
Proposals Are Persuasive Plans  
Proposals Frequently Are Collaborative Efforts



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