

<<商务交流>>

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内容概要

刘晓鹏、崔发强主编的《商务交流》以商务和管理活动为背景，按由简到繁、先基础后提高的思路编排，内容包括：有效信函的基础、各种信息的传达、求职,以及大型会议的演讲、报告等。最后设习题，便于读者练习和自我检测。

《商务交流》适用于高职高专经贸类专业以及其他相关专业的师生使用，也可以作为涉外企业从业人员的自学资料。

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章节摘录

6.1 How to Apologize Each of us has, at one time or another, said or done something that we wish we hadn't said or done. Rather than dwell on the mistake, however, we should take quick action to remedy the problem and then get on with life. An effective letter of apology is an important part of that process and can help turn "problems into lessons" and actually improve a relationship. When you are writing an apology letter, you should do as follows: () Offer your apology in the beginning of the letter. Clearly state the problem: "Please accept my apology for being unable to give you a definitive answer at this time..." or "We apologize for whatever inconvenience this may cause you, but..." () Provide a brief, concise overview of the situation. Include any explanations or reasons that may provide a better understanding to the individual. This will show the reader that you really understand the matter at hand. () Focus on what actions you are taking to rectify the problem. Assure the reader that you have taken the necessary steps to ensure there is no re-occurrence of the situation. "We are happy to offer you a full refund..." or "We will be happy to notify you as soon as we receive the information you requested..."

6.1 如何道歉 任何人都会犯错误，犯了错误就要及时改正并弥补损失。

一封好的道歉信能够转化危机改善彼此关系。

写道歉信时应遵照如下原则：在信的开头就该说明问题并道歉：“我这次未能给你一个确定的答复，请接受我的歉意。

”或者“我们为这次给您带来的不便致歉，但是……” 简洁的阐述处境。

解释犯错的原因。

开头要包括对问题的解释或者说明原因，这样可以让读者更理解你的处境。

同时也表明你理解目前的状况。

重点强调自己将会采取措施弥补错误。

向对方保证此类问题决不再犯。

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