

<<公司管理写作策略>>

图书基本信息

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前言

北京大学出版社2008年最新引进了一套国外畅销的《英语写作原版影印系列丛书》，并邀请我为这套丛书写序，谈谈我对英语写作教学与研究的一些认识。

我仔细翻阅后，觉得这套书特色十分鲜明，其中有几本再版达十次以上，经久不衰，非常乐意在此推荐给我国的广大读者。

在经济全球化和网络高度发达的今天，学好英语已变得十分重要，英语口语与书面语的表达能力已逐渐成为当今的核心竞争力之一，从第二语言学习的社会文化观看，能否流利地运用外语进行口头或书面交流已直接关系到学生的就业和未来发展。

中国的英语写作教学有许多问题需要深入探讨，引进国外优秀的英语写作教学与研究成果，对于更新我国的英语写作教学观念和方法，改革当前的英语写作教学具有重要意义。

一、国内外二语写作研究概览 第二语言写作的教学与研究在国际上一直受到重视，国外的写作教学研究十分活跃，以美国为例，美国普度（PuRDuE）大学每年定期召开二语写作学术研讨会，2008年6月6-7日召开的第7届写作年会的主题是：外语写作教学：原理与实践。

二语写作拥有自己的研究队伍、研究机构、学术期刊。

概括起来，国际二语写作研究集中在四个领域：（1）写作过程研究，重点关注认知操作模型、写作构思策略、学习者的个体差异以及写作过程的阶段性变化；（2）写作结果研究，采用文本分析、错误分析、对比分析、对比修辞分析、语料分析等方法；（3）写作社会文化因素研究，影响写作的社会结构、语域知识、动机和需求等因素；（4）写作教学研究，如教学过程、学习策略、语言水平发展、课堂教学环节、写作测试、网络写作课件开发等。

国际二语写作研究近期关注四个热点：（1）批评对比修辞学，（2）母语写作迁移，（3）写作教师教育，（4）计算机辅助写作与研究。

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内容概要

本书是专门为公司经理和商务从业人员编写的一本商务写作教科书，2006年出版后在美国十分畅销，具有以下三个特色：第一，本书专门系统介绍公司所常用的各种写作技巧，特别是针对公司和商界的管理层而编写，每章开篇都列出本章重点内容纲目，同时列举丰富的实例，图文并茂，并将本章的要点用表格形式突出，各章结尾都有小结，并配有大量针对性很强的练习。

第二，本书与以往的商务写作具有很大的区别，包含了计算机与网络商务写作的内容，这是一般写作教材所不涉及的，作者强调，在信息技术高度发达的全球化时代，写作模式已从传统方式转向电子方式，写作策略、技巧、要求和格式都发生了巨大的改变，国际商务从业人员一定要掌握电脑写作的本领。

第三，作者都是大学教授，具有良好的学术功底和研究能力，本书文字通顺易懂，图文并茂，每章都归纳提炼出各种商务写作要领，以易于记忆的一览表方式呈现给读者，这些指导性原则是作者大公司多年实际管理工作经验的亲身体会，是理论与商务实践紧密结合的结晶。

本书的主要使用对象为跨国公司中层以上的管理人员和办公室的文秘职员，对这些白领的日常书面交际能力提高具有参考价值，可作为企业培训教材，同时对在校大学生，特别是国际贸易、国际商务管理、商务英语等专业的学生来说，是学习商务英语写作的一本不可多得的写作教材，也可以作为商务英语写作教师的参考书。

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章节摘录

The human resource approach utilizes knowledge about existing personnel to develop a comprehensive analysis of an organization . Information about personnel may be acquired from existing data or by conducting an assessment of personnel . This kind of analytic report can be the first step in a comprehensive assessment and evaluation of the existing workforce . It should include job and skills analyses . A job analysis is a detailed description of the workplace activities of individual employees . It can include a detailed description of the activities required to complete each task assigned to an individual or a group responsible for a specific task or tasks . Organizational specialists use a variety of tools to conduct job analyses . Another source that might be drawn upon would be job and position descriptions held by the human resources department , which also retains the original application of individual employees . Unfortunately , updated information about the employee may be inconsistent . For instance , if the employee completes additional training——especially outside of work——the human resources department may not place that information in the individual ' S file . Normally , specialized training provided by the company or contracted by the company for the individual or team is recorded in employee files . Nonetheless , the initiation of an organizational analytic report is an excellent opportunity to make employee files current . In effect , the assessment of employee skills provides the material needed for the organizational report . In developing a comprehensive picture of the work and the worker , an organizational analysis based on the human resource approach is the best method for planning organizational change and for assessing organizational capabilities . A prospective customer may require a company to provide a detailed analysis of its workforce , facilities , and capital to ensure that the company will be able to meet the customer ' s needs . Such an analysis may call for the number and educational credentials of managers , engineers ' shop floor personnel , and support staff .

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