

<<商务英语写作>>

图书基本信息

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内容概要

本书共分为18章。

第1~2章主要介绍了商务英语文书写作应遵循的原则和常用写作技巧,力求使读者认识商务英语文书的整体特色;第3~18章立足于提高读者商务文书的表达能力,较详尽地介绍了常用商务文书类型、格式、写作技巧及其习惯表达。

基本囊括现代涉外公司(企业)最常用的商务文书的格式、方法和参考范例,如行政文书、事务文书、经贸文书等,并涉及通知、启事、海报、便条、票据、备忘录、会议议程、会议记录、产品介绍、证明、证书、贺卡、名片、请帖、招标书、投标书、合同、商务报告、商务建议书、致辞和商务书信格式等内容。

本书由李细平编著。

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