

<<国际商务交际第一册>>

图书基本信息

书名：<<国际商务交际第一册>>

13位ISBN编号：9787304021405

10位ISBN编号：7304021403

出版时间：2001-8

出版时间：中央广播电视大学出版社

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页数：201

字数：441000

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内容概要

《国际商务交际》是根据美国South-western college Publishing出版的Business communication-process & Product改编的，考虑到具有中等英语水平的读者学习的需要，对内容做了某些调整和删节，每个Chapter之后补充了Words & Notes。

这套商务英语教材从不同的侧面系统介绍了商务活动中常用的交际手段和交际技巧。

本书内容包括：1工作中的交际；2团队中的交际；3跨文化交际；4商务写作的准备工作；5商务信函的构思与写作；6商务信函的修改。

书籍目录

CHAPTER 1 COMMUNICATING AT WORK case study: communication in process:pillsbury's restructuring discombodulatse employees ensuring that you succeed in the workplace career coach:five common myths about writing on the job career coach:sharpening you skills for critical thinking problem solving and decision making examining the process of communication overcoming imterpersonal communiacion barriers communicating in organizations thch talk:tips for comtrolling the e-mail minster improving the flow of infomation in organzations facing increasing ethical thallenges strengthening your communication skills cummary of you communication skills summary of learning objectives case study:process to product:applying your skills at pillsbury chapter thinking actuvities words ¬esCHAPTER 2 COMMUNICATING IN TEAMS;LISTENING,NONVERBAL COMMUNICATION,COLLABORATION,AND MEETLNG SKILLSCHAPTER 3 COMMUNICATING ACROSS CULTURESCHAPTER 4 PREPARING TO WRITE BUSINESS MESSAGESCHAPTER 5 ORGANZING AND WRITING BUSINESS MESSAGES

章节摘录

Explain the relationship between ethnocentrism, tolerance, and stereotypes in achieving multicultural sensitivity. Identify the six stages of multicultural transformation. Ethnocentrism refers to a feeling that the culture you belong to is superior to all others and holds all truths. To function effectively in a global economy, we must develop knowledge of and tolerance for other cultures. We also need to move beyond stereotypes, which are oversimplified behavioral patterns applied uncritically to groups. To achieve multicultural sensitivity, we should discover and value individual personal qualities. The first stage of multi-cultural transformation is denial, in which we refuse to admit that cultural differences exist among people. The second stage, defense, involves protecting our own worldview to counter the perceived threat of cultural difference. In the third stage, minimization, we conceal differences in the shadow of cultural similarities; differences are trivialized. The fourth stage includes acceptance, wherein we begin to accept the existence of behavioral differences. In the fifth stage, adaptation, we become empathic toward cultural differences; and in the sixth stage, integration, we look upon cultural differences as a means of enriching our lives.

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