

<<国际商务交际第二册>>

图书基本信息

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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。

全套书分同1、2册，本书为第2册。

第2册内容包括：7、商务信函；8、备忘录和电子邮件；9、说服和促销售函；10、拒绝信函；11、企划报告和调研；12、求职信函及相关文书。

书籍目录

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章节摘录

Frontloading in the Opening. You should begin everyday messages in a straight-forward manner by frontloading the main idea. State immediately why you are writing so that the reader can anticipate and comprehend what follows. Remember, everytime a reader begins a message, he or she is thinking, "Why was this sent to me ?

~"What am I to do ?

" Some writers make the mistake of organizing a message as if they were telling a story. They start at the beginning and follow the same sequence as which they thought through the problem. This means reviewing the background, discussing the reasons for action, and then requesting an action. Most business letters, though, are better written backwards. Start with the action desired or the main idea. Don't get bogged down with introductory material, history, justifications, or old-fashioned "business" language.

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