

<<商务英语沟通>>

图书基本信息

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内容概要

《商务英语沟通(第2版)》作者艾菲德·罗伯茨、菲利普·布鲁斯长期从事MBA教学，并在政府和媒体机构拥有多年丰富经验，针对跨文化背景和中国特殊的商务环境，对在求职沟通、客户沟通、同事沟通、上下级沟通、危机沟通、媒体沟通等情形下如何进行有效商务沟通作了详细的剖析，提出商务沟通的基本原则、技巧和建议。

穿插的大量案例和练习以及附录中对文化差异的阐释，有助于读者快速掌握实务环境中的行动要领，提升处理沟通问题的能力。

《商务英语沟通(第2版)》以浅显易懂的英语为主要讲述语言，重在对内容和技巧的实际运用能力，适用于本科、MBA的教学，也可供在职人员进修和培训使用。

书籍目录

Introduction

Chapter 1 How to Apply for the Ideal Job

1. First Steps
2. Reading Job Advertisements
3. Analysing a Specific Job Advertisement
4. What to Mention in Your Letter or Email
5. Attracting an Employers Interest
6. Hints and Tips
7. Practice Makes Perfect

Notes for Your Guidance

Summary

Chapter 2 The R6sume and the Interview

1. The Resume or Curriculum Vitae
2. The Essentials
3. Model resume single-page version)
4. Interview Essentials
5. What Do You Do Now
6. The Big Day
7. What Do I Wear
8. What Questions Will They Ask
9. Be Positive
10. You Do the Talking
11. Dealing with Negatives at the Interview
12. Strength from Weakness
13. Hints and Tips

Notes for Your Guidance

Summary

Chapter 3 Spoken Business Communication

1. Preparing for the Talk
2. Preparing the Content
3. Practice and Presentation Techniques
4. Hints and Tips
5. Practice Makes Perfect

Notes for Your Guidance

Summary

Chapter 4 Communicating with Colleagues and Customers

1. Unspoken Messages
2. Friendly Communications
3. Communicating Sensitive
4. Problem Communications
5. Hints and Tips
6. Hearing and Understanding--Achieving Both
7. Action
8. Checking
9. Communicating with Bosses

<<商务英语沟通>>

10. A Fact

Notes for Your Guidance

Summary

Chapter 5 Written Communications

1. Composing Your Message

2. Written Forms of Communication

3. Lets Practise,

4. Hints and Tips

Notes for Your Guidance

Summary

Chapter 6 Business Meetings

1. Why People Hold Meetings

2. Meeting Styles

3. Writing the Records of Business Meetings

4. The Disadvantages of a Verbatim Record

5. The Advantages of a Written Summary

6. Influence and Power

7. Evaluate

8. After Considerable Discussion

9. Who Are the Readers of the Minutes

10. Meeting Minutes

11. More Minutes

12. Why Certain Things Are Important

13. Hints and Tips

14. What's to Be Discussed

Notes for Your Guidance

Summary

Chapter 7 Cross-cultural Business Communications

1. Is It Possible to Put Culture into Categories

2. Stereotypes and Assumptions

3. The English Language

4. Hints and Tips

5. Phenomena Which Influence Cultures,

6. Direct or Rude

7. Deference and Interruption

8. Politeness,

9. European Uriion of Differences

10. Diversity and Communication Opportunities

11. Do Some Research

12. Hints and Tips

Notes for Your Guidance

Summary

Chapter 8 Crisis Communications

1. What Is a-Crisis

2. Why, Is Communication Essential In a Crisis

3. Hints and Tips

4. What Can We Do in Advance

<<商务英语沟通>>

5. The Golden Rules

6. A Crisis in Practice

Notes for Your Guidance.

Summary

Chapter 9 Media Communications

1. Information Out

2. Press Releases

3. Press Conferences

4. Press Events

5. Say It with Pictures

6. Don't Make It Difficult

7. The Big Interview

8. Questions and Answers

9. Bad Press

10. Inward Communication

11. Who Can Speak for You

12. Hints and Tips

Notes for Your Guidance

Summary

Chapter 10 Business Communications Every Day

Ten Exercises

Notes for Your Guidance

Summary

Appendices

Appendix One Cocktail Party

Appendix Two The Card Game

Appendix Three Mr, Mrs, Ms, Dr or John

Appendix Four Getting to Know You

Appendix Five Dealing with Dinner

Appendix Six Sneaky Phrases

Appendix Seven Karaoke

Appendix Eight It's All a Matter of Face

Appendix Nine Be a Chinese Culture Vulture

编辑推荐

《商务英语沟通(第2版)》以英语为主，每一章节末附有中文小结，某些部分译成中文，以便使读者快速抓住要领。

《商务英语沟通(第2版)》从适当的水平展开，层层深入。

书中的英语经过仔细斟酌，通俗易懂，对本科生及研究生均适用。

书中大量的案例与练习都来自中国学生经常遇到的问题及挑战，而非通常此类书中常用的国外案例。

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