

<<国际商务礼仪>>

图书基本信息

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内容概要

《新基点全国高等院校商务英语专业本科系列规划教材·商务知识子系列：国际商务礼仪（英文版）》采用英语介绍国际商务礼仪的核心内容，力图在介绍国际商务礼仪知识的同时，以英语为载体帮助学生提高商务英语语言能力，具有深入浅出、针对性强、具体生动、实用有效等特色。课后练习强调英语与商务知识并重，既注重商务英语的基本技能（听说读写译等），又注重启发、训练学习者在商务活动中分析和解决问题的能力。

书籍目录

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章节摘录

版权页： Corporate attire is the written or unwritten dress code of an organization. It suggests a formal, conservative dress style. It is what is expected when interviewing with an employer unless stated otherwise. Attention to detail, impeccable grooming, and a well-fitted suit are a must to make a lasting good impression. Business—wear clothing has changed over the years. In an office, appropriate corporate attire may be clean, formal clothing, such as a shirt and tie, suit, or other similar outfits. While previous eras of clothing (classically, the 1950s) had very standardized business wear—differentiating strongly between male and female apparel choices, the two types have converged as women's business styles have become less exclusively focused on skirts and blouses and have introduced suits as an article of business wear for either sex. There are two levels of business attire: business professional (the most conservative corporate dress) and informal business professional (a more relaxed version of the business professional look). The business professional look includes a conservative suit in a solid or a striped pattern. Choose neutral colors (navy, dark brown, beige, burgundy, gray and black) for the basic pieces, which are the tops and bottoms. The informal professional look incorporates more pizzazz and color—in jackets, sweaters and blouse styles—and even dresses and skirts in silky prints combined with tailored jackets and sweaters. Casual attire has been called the most relaxed corporate dress code, and subsequently, the most abused and misunderstood dress code. A professional woman's goal is to blend the casual with the chic. Casual and chic business attire incorporates colorful sweaters, leather blazers, and your favorite accessories into your professional look. When done right, your casual chic wardrobe can take you from "Casual Friday" at the office to "First Fridays" social events.

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