

<<怎样写英文商业文书>>

图书基本信息

书名：<<怎样写英文商业文书>>

13位ISBN编号：9787801031518

10位ISBN编号：7801031512

出版时间：1998-8

出版时间：商务印书馆

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前言

学写有效的商业文书是学习商业英语学生的最大难点。

写商业文书——不论是信函、报告还是办公室间的通报——是与学习单词、语法或句子结构完全不同的训练。

商业文书涉及商业关系和管理功能的基本原理。

在这方面，从理论上说，每一种商业文书都包括三大部份，各部份又分为三小部分。

这部份的详细论述见“商业文书的基本原理”。

当你细察这些材料时，你的第一个反应可能是这种写作过程太费力，太消耗时间。

的确，在开始的时候是要花费很多时间，但随着你开始练习写作并运用这些原则，不久你就会发现它们是很自然的过程，你开始问自己有关的问题，而无需真的把它们写在纸上。

再者，并非所有的商业文书都涉及复杂的商业关系和问题。

简单的信并不需要你有意识地去完成每个步骤。

为了使学生们了解所写的通信的商业背景，我们虚构了一个公司坎多有限公司（CDC），它是一个生产健身设备的公司，生产车间和办公室都设在中国北京。

在适当的场合，你将被赋予一个职衔，它反映在有关的商业背景下你所代表的部门或科室。

本书分四大部分：首先，在第一章中着重讲述商业文书的基本原理，这部分简要论述值得你认真学习

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第二章简要考察了句子结构和段落。

第三章提供给你一个练习写简明段落的机会。

从第四章开始练习写涉及到各种问题的对外商业通信，紧接着是一节有关电信的简要论述。

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内容概要

商业文书包括商业往来信函、报告、办公室工作规程及通报等。

学写英文商业文书有别于学习一般的英语单词、语法和句子结构。

简明得体的商业文书能够促进商业的交往与发展，而掌握这种文书的写作是学习商业英语的难点所在。

《怎样写英文商业文书》首先概述了与商业往来和管理有关的基本原理，它是学写英文商业文书者须掌握的一些原则。

然后分章论述了商业文书的句子结构和段落，并提供了段落写作的实际练习。

《怎样写英文商业文书》的重点在于论述在各种不同场合下商业文书写作的要点和原则，并通过实际场景的模拟和练习，使读者切实掌握有关的技能。

《怎样写英文商业文书》作者Jane Plas在华工作教学多年，她所编写的一些商业英语教程多以中国的商业场合为背景，是中国学生学习商业英语十分难得的教材。

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章节摘录

You should look on letters of enquiry and requests for information as an opportunity to foster goodwill and to develop mutually beneficial business relations. Letters of refusal should be written in such a way that the recipient will understand and accept your explanation or the position you have taken. It is unfortunate that many organizations today use form (i.e. pre-printed standard) letters to respond to enquiries no matter how specific the enquiry and how irrelevant the form letter. Such letters are a discourtesy to the enquirer. Recipients who are sufficiently annoyed at responses that do not answer their questions often decide to do without the services of the respondent organization. They, literally, take their business elsewhere. If the number of enquiries received force a company to use a form letter, then that letter should be written in such a way that the standard data can be supplemented with answers to specific questions. The availability of sophisticated computer software makes such flexibility an easy task. If you respond to an enquiry about your company's products or services, you should sell as well as inform. In other words, you should try to assess the potential customer's needs and, if you require further details before you can answer all questions, you should ask for them promptly. There will be occasions when you are unable to provide the requested information or render the required service. Letters of refusal are always difficult to write because you cannot risk losing either goodwill or potential friendships. The point you should remember, therefore, is to first of all express appreciation for the writer's interest. Then you tell him or her directly (but not apologetically) that you cannot grant the request or provide the information, giving valid reasons for your refusal. If possible, you should refer the writer to alternative sources of information. Departmental responsibility for writing the kind of letters that follow varies from one company to another. The responsibility may lie with a department of Public Relations, Customer Relations, Marketing or Administrative Services, often dependent on the size and type of corporation.

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《怎样写英文商业文书》由商务印书馆国际有限公司出版。

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