

<<商务英语写作实训>>

图书基本信息

书名：<<商务英语写作实训>>

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前言

随着全球经济的发展和市场化运作，英语作为国际贸易用语变得越来越重要。尤其是我国加入WTO之后外贸业务的日益增长，对国际商贸从业人员的商务书面沟通能力提出了更高的要求。

其适用范围涵盖公司之间、公司与客户之间，以及公司内部成员之间的各种场合和层面，其表现形式包括小至一张贺卡，大到一份商务报告的构思和书写，其所用技能涉及语言逻辑、词汇表达等多种书面沟通技巧。

《商务英语写作实训》正是为了探索如何高效便捷地提升学生的商务英语写作综合能力而推出的。

对于在校学生而言，“商务英语写作实训”一般以“基础英语写作”后续课程的形式出现。

“基础英语写作”注重培养学生如何用英文正确、清楚、符合逻辑地表达思想。

而“商务英语写作实训”则在此基础上，强调培养学生如何在国际商贸环境中，以书面形式有效地沟通和解决实际问题。

作为面向高职高专学生的教材，《商务英语写作实训》以教育部高教司16号文件精神为指导，以教学项目为导向，以教学任务为驱动，力图打破学生被动接受讲解和模仿范文的传统写作教学模式，以商务背景下教师指导与学生自主学习相结合的教学方法，设计了由单项训练到综合写作的教学任务，旨在培养学生以需求为动力的自主学习能力和商务背景下的书面沟通能力。

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内容概要

根据目前高职教育提出的“工学结合，项目为中心，案例驱动教学，边讲边练”为核心的理念，本教材着眼于提高学生实际操作能力和就业能力，采取模块化、多案例、互动式、重实训的编写方式，课程内容以适度够用为标准。

本书主要适用于全国高职高专院校英语专业的商务 / 应用 / 外贸英语方向以及国际贸易或财经类专业的学生。

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章节摘录

A complaint letter , also known as a claim , informs a business that an error has been made or that a defect has been discovered concerning a product or service. It also serves as a legal document notifying the recipient that a correction or adjustment is being requested. Writing a complaint letter or a claim is just one of the possible ways to show that you are dissatisfied or you feel you were mistreated by a business ; others include keeping silent and taking it as a bad luck , shouting out your anger on the phone or making a face-to-face encounter. While many complaints can be made via phone or in person , a complaint letter usually indicates more formality and seriousness. The objective of a complaint letter is far more than releasing your dissatisfaction. You write a complaint letter for some more practical purposes , for example , requesting compensation for or replacement of defective or damaged merchandise. If you deal with it tactfully , you can often get the requested action , especially if relatively small amounts are at stake. Otherwise , you are likely to receive no or delayed responses , which in turn will bring you more dissatisfaction. Whether you are writing a complaint letter to a seller as an end user or to a supplier as a seller , your purpose is the same , i.e. to express your dissatisfaction about certain : problem derived from imperfect products or services and ask for solutions to the problem. To achieve your objective , you may frankly express your feeling about the problem with all the angry words available to you. Or you may simply urge the recipient repeatedly to take actions to solve the problem. Or you may provide all the necessary facts for solving the problem. However , in actual effects , your anger will only give the recipient more hesitation in responding , and your repeated urge alone will confuse the recipient about what is being complained of. What will get a better result is the facts that help the recipient locate the problem and find out a possible solution.

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