

<<商务英语写作>>

图书基本信息

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前言

商务英语写作是英语专业商务方向学生的必修课,也是从事国际商务工作必需的业务技能之一。商务英语写作涉及商务业务知识。惯例和做法。语言修辞等诸多方面的因素。随着商务活动范围的扩展(如当今的商务活动范围既包括货物贸易又包括服务贸易),商务写作涉及的商务业务知识和惯例。传递信息的手段和方式以至使用的语言也在发生变化。跨文化交际和交际中的伦理问题也日益为人们所重视考虑到如上变化,我们编写了这套新的商务英语写作教材。该教材的内容包括传统的商务书信写作和商务备忘录。电子邮件。商务报告。新闻稿。操作说明。商品宣传。商务合

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内容概要

《商务英语写作》将写作知识、写作技能与实际的业务活动有机结合，为学生提供了大量范文，着重提高学生的商务写作能力。

商务英语写作是商务英语专业基础阶段的核心课程，本教材向学生介绍了传统的商务书信写作和商务备忘录、电子邮件、商务报告、新闻稿、操作说明、商品宣传、商务合同等应用越来越广泛的写作文体。

《商务英语写作》主要供普通高等教育商务英语专业学生，以及国际贸易、国际经济、国际工商管理学外向型专业的学生使用，同时也可供从事国际商贸工作的人员参考使用。

书籍目录

Chapter 1 Fundamentals of Business Writing. Chapter 2 The Layout of Business Letters Chapter 3 The Direct Approach to Good-news and Neutral Messages Chapter 4 The Indirect Approach to Bad-news Messages Chapter 5 The Indirect Approach to Sales Letters Chapter 6 Memos, E-mails, and Minutes Chapter 7 Business Reports Chapter 8 Informational and Analytical Reports.. Chapter 9 Annual Reports Chapter 10 Business Proposals and Business Plans Chapter 11 Contract Chapter 12 Press Releases Chapter 13 Technical Descriptions Chapter 14 Operating Instructions Chapter 15 Questionnaires Key to Exercises Appendices

章节摘录

Meanwhile , Companies are relatively free to choose the areas of operations for highlighting . This has much to do with their information disclosure policy . Interview senior executives and division heads for information on the policy . Choose the topics that are in line with the policy and that are meaningful and timely . Consider the audiences of the annual report . The annual report has several groups of readers . It is obvious that not all of them can be accommodated in one report . It is thus necessary to establish priorities among them . The shareholders usually come first , since the annual report is chiefly intended for them . Make proper use of visual aids . Visual aids are commonplace in the annual report . Photographs of the board , at least the chairman and chief executive officer , are presented . The financial statistics , as in the Chief Executive ' S Review and Financial Statements , are usually given in the form of bar graphs , tables , and line charts rather than in words alone . Key products may be illustrated with pictures . Visual aids can do more than dramatizing the statistics . They have a considerable impact on the image of the company . For example the fonts | type sizes | and layouts convey much information on the company . A static and formal page layout with traditional typography may impress the readers as conservative . Bold graphics and a creative design may suggest a youthful and dynamic company . Visual aids must be used properly . Use them where they are most effective . The Chief Executive ' S Review is usually a long verbal account of the operations . Proper charts or ' graphs or even tables can make the pages less dull . Such visual information can also help the readers to understand the verbal representations . Visual aids should also be compatible with each other . For example , bold graphics would appear odd when juxtaposed with photographs of the management in dark suits . Another thing to note is that the captions and photographs must be revealing , that is , telling what is in the picture . Be aware of the trend in using visual aids . For instance , it is fashionable to choose certain fonts and sizes of printing at a given period of time . There is a difference in effect between presentation of information in single column and in several columns . Such mechanical make-up may help impress your readers . A good source of such information is the leading publishers .

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