

<<商务交流>>

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内容概要

刘晓鹏、崔发强主编的《商务交流》以商务和管理活动为背景，按由简到繁、先基础后提高的思路编排，内容包括：有效信函的基础、各种信息的传达、求职,以及大型会议的演讲、报告等。最后设习题，便于读者练习和自我检测。

《商务交流》适用于高职高专经贸类专业以及其他相关专业的师生使用，也可以作为涉外企业从业人员的自学资料。

书籍目录

1. Communication s Foundation1
 - 1.1 The importance communication1
 - 1.2 The managerial functio of communication1
 - 1.3 Formats for lette , memos , and e?mail messages2
 - 1.3.1 Formats for lette2
 - 1.3.2 Formats for Memos13
 - 1.3.3 Formats for e?Mail Messages17
2. The Structure of Your document20
 - 2.1 Choosing words20
 - 2.2 Developing sentences20
 - 2.3 Developing paragraphs22
 - 2.3.1 What is a paragraph?22
 - 2.3.2 The Basic Rule : Keep One Idea to One Paragraph22
 - 2.3.3 Elements of a Paragraph22
3. How to Start/Awer/End Lette24
 - 3.1 How to Start Your Letter24
 - 3.1.1 Thank You letter24
 - 3.1.2 A Letter of Request25
 - 3.1.3 Introduction letter25
 - 3.2 How to Awer Letter25
 - 3.2.1 Complaint Letter26
 - 3.2.2 Decline Letter27
 - 3.3 How to End Letter28
4. Good News29
 - 4.1 How to Write a Subject Line29
 - 4.1.1 Making Subject Lines Specific30
 - 4.1.2 Making Subject Lines Concise30
 - 4.1.3 Making Subject Lines Appropriate for the Pattern of Organization30
 - 4.2 The Organization of Good News31
 - 4.3 When to use reader benefits 32
 - 4.4 The most common kinds of informative and positive messages33
 - 4.4.1 Thank?You and Congratulatory Notes33
 - 4.4.2 Adjustments and Respoes to Complaints35
 - 4.4.3 Tramittals36
 - 4.4.4 Confirmatio38
5. Bad News39
 - 5.1 The Parts of a Bad News39
 - 5.1.1 Subject Lines39
 - 5.1.2 Buffe40
 - 5.1.3 Reaso41
 - 5.1.4 Refusals42
 - 5.1.5 Alternatives42
 - 5.1.6 Endings43
 - 5.2 How to organize Negative Messages43

<<商务交流>>

- 5.2.1 Negative messages to clients and customers 43
- 5.2.2 Negative messages to superiors 43
- 5.2.3 Negative messages to peers and subordinates 44
- 5.3 Example 44
- 6. How to Apologize & How to Make a Mild Complaint 48
 - 6.1 How to Apologize 48
 - 6.2 How to Make a Mild Complaining Letter 50
 - 6.2.1 Background 50
 - 6.2.2 Problem 51
 - 6.2.3 Solution 52
 - 6.2.4 Warning (optional) 52
 - 6.2.5 Closing 52
 - 6.3 Example 52
- 7. Pevasive Messages 54
 - 7.1 The importance of pevasive messages 54
 - 7.2 The classification and features of pevasive messages 55
 - 7.3 Choosing a Pevasive Strategy 55
 - 7.3.1 What do you want people to do? 56
 - 7.3.2 What objection, if any, will the audience have? 56
 - 7.3.3 How strong a case can you make? 57
 - 7.3.4 What kind of pevasion is best for the organization, and the culture? 58
 - 7.4 Using Your Analysis to Choose a Pevasive Strategy 58
 - 7.4.1 Writing Pevasive Direct Request 59
 - 7.4.2 Writing Pevasive Problem-Solving Messages 60
 - 7.5 Tone in Pevasive Messages 63
 - 7.6 Varieties of Pevasive Messages 64
 - 7.6.1 Collection Letter 64
 - 7.6.2 Performance Appraisals 66
 - 7.6.3 Letter of Recommendation 67
 - 7.7 Solving a Sample Problem 68
- 8. Identify Purposes of Writing and Building Goodwill 72
 - 8.1 To build goodwill 72
 - 8.2 To create your attitude 72
 - 8.3 Positive emphasis 78
 - 8.4 Reducing bias 78
- 9. Reports 80
 - 9.1 Title page 81
 - 9.2 Letter or memo of transmittal 83
 - 9.3 Table of contents 85
 - 9.4 List of illustrations 85
 - 9.5 Executive summary 86
 - 9.6 Introduction 87
 - 9.7 Background or History 88
 - 9.8 Conclusion and Recommendation 88
- 10. Graphs and Other Visuals 90
 - 10.1 When to use visuals 91

<<商务交流>>

- 10.2 Designing visuals 92
- 10.3 Integrating visuals in your text 98
- 11. Citing and Referencing 99
 - 11.1 In-text citation 99
 - 11.2 Bibliography/References 101
- 12. Resume 103
 - 12.1 When to prepare your job hunting 103
 - 12.2 Evaluating your strengths and interests 104
 - 12.3 What to include in a resume 105
 - 12.4 Guidelines for resume 107
 - 12.5 Mistakes and errors in a resume 111
 - 12.6 Dealing with difficulties 111
- 13. Making Oral Presentations 113
 - 13.1 Dealing with fear 113
 - 13.2 Purposes in oral presentations 114
 - 13.3 Planning a strategy for your presentation 114
 - 13.4 Your opening and close should be strong 115
 - 13.4.1 Your opener 115
 - 13.4.2 Your End 117
 - 13.5 Planning PowerPoint Slides 117
 - 13.6 Organizing your information 118
 - 13.7 Delivering a presentation 118
 - 13.8 An example presentation text 119
- 14. Organizing a meeting 120
 - 14.1 First decide if you need to have a meeting 120
 - 14.2 How to organize a meeting 120
 - 14.2.1 Identify the need for a meeting 121
 - 14.2.2 Planning a meeting 121
 - 14.2.3 Arranging a meeting 124
 - 14.2.4 Preparing for a meeting 124
 - 14.2.5 Running a meeting 125
 - 14.2.6 Finalizing & issuing the agreed minutes 125
 - 14.3 During a meeting 125
 - 14.3.1 At the beginning, you'd have Small Talk 125
 - 14.3.2 Welcome 126
 - 14.3.3 Introduction 126
 - 14.3.4 Roll Call/Apologies 127
 - 14.3.5 Objectives 127
 - 14.3.6 Following the Agenda 128
 - 14.3.7 Closing a Meeting 132
 - 14.4 Vocabulary for meetings 134
- Exercises 137

章节摘录

6.1 How to Apologize Each of us has, at one time or another, said or done something that we wish we hadn't said or done. Rather than dwell on the mistake, however, we should take quick action to remedy the problem and then get on with life. An effective letter of apology is an important part of that process and can help turn "emotions into lemonade" and actually improve a relationship. When you are writing an apology letter, you should do as follows: () Offer your apology in the beginning of the letter. Clearly state the problem: "Please accept my apology for being unable to give you a definitive answer at this time..." or "We apologize for whatever inconvenience this may cause you, but..." () Provide a brief, concise overview of the situation. Include any explanations or reasons that may provide a better understanding to the individual. This will show the reader that you really understand the matter at hand. () Focus on what actions you are taking to rectify the problem. Assure the reader that you have taken the necessary steps to ensure there is no re-occurrence of the situation. "We are happy to offer you a full refund..." or "We will be happy to notify you as soon as we receive the information you requested..."

6.1 如何道歉 任何人都会犯错误，犯了错误就要及时改正并弥补损失。

一封好的道歉信能够转化危机改善彼此关系。

写道歉信时应遵照如下原则：在信的开头就该说明问题并道歉：“我这次未能给你一个确定的答复，请接受我的歉意。

”或者“我们为这次给您带来的不便致歉，但是……” 简洁的阐述处境。

解释犯错的原因。

开头要包括对问题的解释或者说明原因，这样可以让读者更理解你的处境。

同时也表明你理解目前的状况。

重点强调自己将会采取措施弥补错误。

向对方保证此类问题决不再犯。

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