

<<商务沟通基础>>

图书基本信息

书名：<<商务沟通基础>>

13位ISBN编号：9787301183168

10位ISBN编号：730118316X

出版时间：2011-1

出版时间：北京大学出版社

作者：周仕宝 编

页数：174

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<商务沟通基础>>

### 内容概要

《商务沟通基础》（英文版）是一部适合中国商务国情，以培养学生跨文化的商务沟通能力为主要目标的商务英语教材。

全书综合了国内外优秀教材的许多特点，分三大部分全面概括了商务沟通的理论与技巧，知识体系完善，技能涵盖全面，内容生动活泼，同时凸显了中国文化，是一本培养多层次应用型人才、文化依托式的现代商务英语教材。

本教材适合高等院校商务、经济、管理等相关专业学生及一般院校英语专业学生拓展课程使用，也适合普通商务人员为切实提高商务沟通理论与技巧了，增强英语语言能力之用。

## 书籍目录

Part I Chapter 1 Getting Ready: Business Communication Fundamentals  
i. The Definition of Business Communication  
ii. The Function of Business Communication  
iii. The Categories of Business Communication  
iv. The Characteristics of Business Communication  
v. Over to You  
Chapter 2 Communication Strategies  
i. The Process Model (Linear Model)  
ii. Ronald. B. Adler Model (Interactive Model)  
iii. Mary Munter Model (Circular Model)  
iv. Over to You  
Chapter 3 Intercultural Business Communication  
i. Understanding Cultures and Communication  
ii. High Context or Low Context?  
iii. Developing Intercultural Business Communication Skills  
iv. Business Anthropogeography: Doing Business around the World  
v. Over to You  
Chapter 4 Gender Difference in Communication  
i. Gender Difference  
ii. Psychological Difference between Men and Women  
iii. Educational Difference  
iv. Men and Women at Work  
v. Women in Negotiation  
vi. How to Sell to Women?  
vii. Over to You  
Chapter 5 Persuasive Skills (1)  
i. Persuading Oneself before Others  
ii. Setting Personal Objective  
iii. Developing the Relationship  
iv. Understanding Human Motivation  
v. Over to You  
Chapter 6 Persuasive Skills (2)  
i. Asking the Right Questions  
ii. Applying the Power of Personality  
iii. Choosing the Right Approach  
iv. Over to You  
Chapter 7 Non-verbal Skills  
i. The Significant Role of Non-verbal Communication  
ii. Non-verbal Delivery Skills  
iii. Non-verbal Listening Skills  
iv. Over to You  
Chapter 8 Public Speaking Skills  
i. Fighting down Your Terror  
ii. Presentation Skills  
iii. Debating Skills: To Be or Not to Be  
iv. Knowing How to Say Nov. Over to You...  
...Part IIIBibliography

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>