

<<环球商务英语写作教程>>

图书基本信息

书名：<<环球商务英语写作教程>>

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前言

What kind of job do you want to get when you graduate ?

If you were going on a job inter-view tomorrow, would you feel confident about your speaking and writing skills ? One thing is certain, regardless of where you live, you will need to speak and write Business English with proficiency if you want to have a successful career. People from around the world—from India to China to Germany—use English to communicate with other people from diverse cultures. Now think of your immediate surroundings. How many people do you know from countries other than your own ?

What language do you speak in a formal environment ?

Your answer is likely to be English, but its not just any brand of English—it is formal English, which is also known as Business English. For a moment, reflect on the language variety you encounter on a daily basis. If you live on the East Coast, you can hear several different Varieties of English within a 100-mile radius. If you live in the Midwest, you use language slightly differently than people who live in the South, East, or West. If you "hop the pond" and compare one of the many varieties of British English with American English, the differences are more dramatic. Every one of us speaks a local language to some degree or another, especially when we are with friends and family in informal environments. In fact, the language used in text messaging can even be considered a local language: it certainly isnt a form of Standard or Business English. Even though local language is more accepted today than at any other time in our cultural history, the person who can shift from informal to formal language patterns at will has the advantage. And thats what these materials are designed to help you do. By refining your use of language, you are improving your career opportunities for the rest of your life. With this text, you will use your local language (or dialect) to become more proficient with Business English. You can achieve this by comparing and contrasting the two languages systems, "building a wall" between Business English and your local language and attaining the best of two worlds. The key is to match the language you use with the environment you are in. This book provides you with the tools you need for the global workplace. When you have mastered the principles presented here, you will have a solid foundation in speaking and writing Business English to people from around the world.

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内容概要

语言问题已经渗透到商务领域各行各业的核心理位置，学生一旦掌握了专业的商务英语能力，就奠定了未来成功的基础。

许多英语学习者之所以在商务英语学习中举步维艰，常常是因为受到非标准英语口语等因素的干扰，难以熟练掌握商务英语极正式的语言技巧。

怎样才能利用地方母语来提升商务英语的能力呢？

《环球商务英语写作教程》展示了如何在已有英语基础上，进一步提高商务英语的写作技巧。学生将发现，运用不同语言，其实就像在衣橱里选衣服那样简单，这将促使学生跳出固定模式的束缚，自如地在各种场合运用不同语言。

本书采用实用型练习，为学生提供了难能可贵的实践机会，让他们根据现实中的实际交流，掌握写与说的语言选择能力。

《环球商务英语写作教程》让选择成为可能！

书籍目录

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章节摘录

The limits of my language mean the limits of my world. ——Ludwig Wittgenstein, philosopher (1889-1951) To succeed in most parts of the world today, regardless of your career choice, you will need to speak and write formal English. "English dominates international business, politics, and culture more than any other language in human history.~~ For the sake of their future international business careers, millions of young students around the world are learning English as their second language; in fact, the number of people who speak English as a second language may already exceed the number of native speakers.² Those students are learning Standard English ——considered the "universal" way of speaking English because it is "standardized" and studied formally; it is also the root language of other varieties of English used around the globe. Business English is a form of Standard English and is the language used in formal situations in the workplace; more specifically, Business English is the language of the boardroom. Most English-speaking people are fluent in varieties other than formal English, even when they are not aware of it. In fact, most are bidialectal, speaking two or more varieties of English.³ Think about the way you speak when you are with family and friends. Now think about the way you speak when you are in a classroom. Here are a few questions to consider: Are you more aware of your speech when you are in a formal situation ?

Are you sometimes unsure if the grammar of your speech or writing is correct ?

Do you speak differently in informal situations than you do in formal ones ?

Most people around the world speak more than one variety, or dialect, of their native language, regardless of whether their home tongue is English or Spanish or Russian or Chinese or any other language. The use of local language (another term for variety or dialect) is prevalent throughout the world, regardless of the language being discussed. This book will help you build language awareness and skills. You will learn to speak and write formal English confidently without giving up your local language. In professional, academic, and international environments, you will be prepared to speak "the queens English." And when you are with your friends or family, you will be comfortable speaking any way you want; in fact, the best language to use with friends and family is your local language. However, when you improve your Business English, your career opportunities will soar.

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编辑推荐

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