

<<当代国际商务函电>>

图书基本信息

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内容概要

本书讲授当今信息时代国际商务沟通的理念及其在具体涉外商务信函写作和沟通中的应用。结合典型国际商务和职业场合案例，系统讲解高效商务沟通的方式、技巧和信函写作。课文内容举一反三、实用性强。本书适用于双语教学、英语教学以及有一定英语基础的专业人士自学。

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书籍目录

Lesson One The Principles of Effective Business Communication

1. Express ideas clearly
2. Keep the message concise
3. Adopt a reader-focused approach
4. Get the right tone and style
5. Have a good command of English
6. Have a good command of business knowledge

New Words and Phrases

Notes

Exercises

Lesson Two Selection of Media

1. Introduction
2. Communication media
3. Communication etiquette
4. Considerations in media selection

Abbreviation for Internet Communication

SmiJey for Internet Communication

New Words and Phrases

Notes

Exercises

Lesson Three The Parts and Formats of Business Correspondence

(I)

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2. Structure of business letters
3. Format of business letters
4. Example letters
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New Words and Phrases

Notes

Exercises

Lesson Four The Parts and Formats of Business Correspondence

(II)

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Lesson Ten Offer, Counter-Offer and Order

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