

<<工作中的英语写作>>

图书基本信息

书名：<<工作中的英语写作>>

13位ISBN编号：9787115260901

10位ISBN编号：7115260907

出版时间：2011-9

出版时间：人民邮电出版社

作者：菲利浦·科林

页数：376

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>

<<工作中的英语写作>>

内容概要

本书是一本实用的商务写作入门教材，也是有关职业的写作指导用书，旨在帮助学习者掌握和提升工作中写作的主要技能和交流技巧。

作为精要版，内容时新、重点突出、精炼扼要、简明实用是其主要特色。

本书分为三篇十章，涵盖了工作中各个领域的写作技能：从受众分析和商业伦理，到日渐复杂的商务文件，再到工作中的演讲和简历的制作等。

本书充分体现出了时代性、多样性和国际性。

不仅提供了当下最流行的沟通技术——互联网、电子邮件、计算机图形、演示软件、博客、电子文档等，还从全球市场的角度讲述了如何面向外国读者写作的内容。

本书篇幅适中，理论与实务兼备，简明实用，适合用作商务写作等课程的全英语教学和双语教学教材。

作为一般培训教材及自学参考书，本书也是想提高写作技能的职场人士的极佳选择。

<<工作中的英语写作>>

书籍目录

- 第1章 开始：写作与你的职业生涯
- 第2章 工作中的写作过程和协作
- 第3章 撰写备忘录、传真和电子邮件
- 第4章 信函写作
- 第5章 如何求职：简历、求职信和面试
- 第6章 成功地设计文件和图表
- 第7章 撰写说明书和规程
- 第8章 撰写有效的短篇报告和提议书
- 第9章 认真撰写长篇报告
- 第10章 成功地在工作中作演讲

英文目录

P A R T I : Backgrounds

Chapter 1: Getting Started: Writing and Your Career

Writing—An Essential Job Skill

Writing for the Global Marketplace

See the World Through Their Eyes

Use International English

Four Keys to Effective Writing

Identifying Your Audience

Establishing Your Purpose

Formulating Your Message

Selecting Your Style and Tone

Style and Tone Examples

Characteristics of Job-Related Writing

Providing Practical Information

Giving Facts, Not Impressions

Providing Visuals to Clarify and Condense Information

Giving Accurate Measurements

Stating Responsibilities Precisely

Persuading and Offering Recommendations

Ethical Writing in the Workplace

Ten Ethical Requirements on the Job

Some Guidelines to Help You Reach Ethical Decisions

Ethical Dilemmas

Writing Ethically

Revision Checklist

Exercises

Chapter 2: The Writing Process and Collaboration at Work

What Writing Is Not and Is

What Writing Is Not

What Writing Is

Researching

Planning 29 v

HM_Kolin_FM.qxp 2/1/08 1:47 AM Page v

第1章 开始：写作与你的职业生涯

<<工作中的英语写作>>

第2章 工作中的写作过程和协作

Drafting

Key Questions to Ask as You Draft

Guidelines for Successful Drafting

Revising

Allow Enough Time to Revise

Revision Is Rethinking

Key Questions to Ask as You Revise

A “ Before ” and “ After ” Revision

Editing

Guidelines for Writing Lean and Clear Sentences

Guidelines for Cutting Out Unnecessary Words

Guidelines for Eliminating Sexist Language

Avoiding Other Types of Stereotypical Language

Collaboration Is Crucial to the Writing Process

Seven Guidelines for Successful Group Writing

Sources of Conflict in Group Dynamics and How to Solve Them

Collaborating Online

Avoiding Problems with Online Collaboration

Collaborating via E-Mail

Revision Checklist

Exercises

P A R T I I : Correspondence

Chapter 3: Writing Memos, Faxes, and E-Mails

What Memos, Faxes, and E-Mails Have in Common

Memos

Memo Protocol and Company Politics

Functions of Memos

Memo Format

Memo Style and Tone

Strategies for Organizing a Memo

Organizational Markers

Faxes

Fax Guidelines

E-Mail

Business E-Mail Versus Personal E-Mail

E-Mails Are Legal Records

Guidelines for Using E-Mail

E-Mail Compared with Other Business Communications

Revision Checklist

Exercises

vi Contents

HM_Kolin_FM.qxp 2/1/08 1:47 AM Page vi

HM_第3章 撰写备忘录、传真和电子邮件

Chapter 4: Writing Letters

Letters in the Age of the Internet

Letter Formats

<<工作中的英语写作>>

Full Block Format
Modified Format
Continuing Pages
Guidelines on Printing Your Letters
Parts of a Letter
Date Line
Inside Address
Salutation
Body of the Letter
Complimentary Close
Signature
Enclosure(s) Line
Copy Notation
Organizing a Standard Business Letter
Making a Good Impression on Your Reader
Guidelines for Achieving the “ You Attitude ”
Types of Business Letters
Inquiry Letters
Special Request Letters
Sales Letters
The Four A ’ s of Sales Letters
Do I Mention Costs?
Customer Relations Letters
Being Direct or Indirect
Follow-Up Letters
Complaint Letters
Adjustment Letters
Collection Letters
International Business Correspondence
Guidelines for Communicating with International Readers
Respecting Readers ’ Nationality and Ethnic/Racial Heritage
Writing to Readers from a Different Culture: Some Examples
Revision Checklist
Exercises
Chapter 5: How to Get a Job: R é sum é s, Letters of Application,
and Interviews
Steps the Employer Takes to Hire
Steps to Follow to Get Hired
Contents vii
HM_Kolin_FM.qxp 2/1/08 1:47 AM Page vii
第4章 信函写作
第5章 如何求职：简历、求职信和面试
Analyzing Your Strengths
Looking in the Right Places for a Job
Preparing a R é sum é
What Employers Like to See in a R é sum é
The Process of Writing Your R é sum é

<<工作中的英语写作>>

Parts of a R é sum é
Organizing Your R é sum é
The Online R é sum é
Formatting an Online R é sum é
Making Your Online R é sum é Search-Engine Ready
Testing, Proofing, and Sending Your Online R é sum é
Cyber-Safing Your R é sum é
Letters of Application
How Application Letters and R é sum é s Differ
Writing the Letter of Application
Going to an Interview
Preparing for the Interview
Questions to Expect
What Do I Say About Salary?
Ten Interview Dos and Don ' ts
The Follow-Up Letter
Revision Checklist
Exercises
P A R T I I I : Preparing Documents and Visuals
Chapter 6: Designing Successful Documents and Visuals
Organizing Information Visually
The ABCs of Print Document Design
Page Layout
Typography
Using Color
Three Rules of Effective Page Design: A Wrap Up
The Purpose of Visuals
Choosing Effective Visuals: Some Precautions
Inserting and Writing About Visuals: Some Guidelines
Two Categories of Visuals
Tables
Parts of a Table
Figures
Line Graphs
Guidelines for Creating a Graph
viii Contents
HM_Kolin_FM.qxp 2/1/08 1:47 AM Page viii
HM_第6章 成功地设计文件和图表
Charts
Circle Charts
Bar Charts
Organizational Charts
Flow Charts
Pictographs
Photographs
Drawings
Clip Art

<<工作中的英语写作>>

Using Visuals Ethically

Photos

Graphs

Bar Charts

Pie Charts

Drawings

Using Appropriate Visuals for International Audiences

Revision Checklist

Exercises

Chapter 7: Writing Instructions and Procedures

Instructions and Your Job

Why Instructions Are Important

Safety

Efficiency

Convenience

The Variety of Instructions: A Brief Overview

Assessing and Meeting Your Audience ' s Needs

Key Questions to Ask About Your Audience

The Process of Writing Instructions

Plan Your Strategy

Do a Trial Run

Write and Test Your Draft

Revise and Edit

Using the Right Style

Using Visuals Effectively

Guidelines for Using Visuals in Instructions

The Five Parts of Instructions

Introduction

List of Equipment and Materials

Steps for Your Instructions

Warnings, Cautions, and Notes

Conclusion

Model of Full Set of Instructions

Contents ix

HM_Kolin_FM.qxp 2/1/08 1:47 AM Page ix

第7章 撰写说明书和规程

Writing Procedures for Policies and Regulations

Some Examples of Procedures to Write

Meeting the Needs of Your Marketplace

Some Final Advice

Revision Checklist

Exercises

Chapter 8: Writing Effective Short Reports and Proposals

Why Short Reports Are Important

Types of Short Reports

Anticipate How an Audience Will Use Your Report

Guidelines for Writing Short Reports

<<工作中的英语写作>>

Do the Necessary Research
Be Objective and Ethical
Organize Carefully
Use Reader-Centered Headings, Bullets and Numbering, and
Visuals
Periodic Reports
Sales Reports
Progress Reports
Audience for a Progress Report
Frequency of Progress Reports
Parts of Progress Reports
Trip/Travel Reports
Questions Travel Reports Answer
Common Types of Travel/Trip Reports
Incident Reports
When to Submit an Incident Report
Parts of an Incident Report
Protecting Yourself Legally
Writing Successful Proposals
Proposals Are Persuasive Plans
Proposals Frequently Are Collaborative Efforts

<<工作中的英语写作>>

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>