

<<商务英语写作>>

图书基本信息

书名：<<商务英语写作>>

13位ISBN编号：9787302279471

10位ISBN编号：7302279470

出版时间：2012-3

出版时间：清华大学出版社

作者：李细平

页数：339

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>

<<商务英语写作>>

内容概要

本书共分为18章。

第1~2章主要介绍了商务英语文书写作应遵循的原则和常用写作技巧，力求使读者认识商务英语文书的整体特色；第3~18章立足于提高读者商务文书的表达能力，较详尽地介绍了常用商务文书类型、格式、写作技巧及其习惯表达。

基本囊括现代涉外公司(企业)最常用的商务文书的格式、方法和参考范例，如行政文书、事务文书、经贸文书等，并涉及通知、启事、海报、便条、票据、备忘录、会议议程、会议记录、产品介绍、证明、证书、贺卡、名片、请帖、招标书、投标书、合同、商务报告、商务建议书、致辞和商务书信格式等内容。

本书由李细平编著。

<<商务英语写作>>

书籍目录

Chapter 1 General Principles of Business Writing

Courtesy

Conciseness

Clarity

Completeness

Correctness

Concreteness

Consideration

Exercises

Chapter 2 Skills of Business English Writing

Selecting words

Developing effective sentences

Effective paragraph development

Other skills

Exercises

Chapter 3 Notice

【Sample Analysis】

【Knowledge Induction】

I. The use and feature of a notice

II. The types of notices

III. The format of a notice

IV. The format of ?notice

V. The format of ?notices

【Skill Training Task】

Chapter 4 Poster

【Sample Analysis】

【Knowledge Induction】

I. The use and feature of a poster

II. The format of ?a poster

【Skill Training Task】

Chapter 5 Notes and Bills

【Sample Analysis】

【Knowledge Induction】

I. Notes

II. Bills

【Skill Training Task】

Chapter 6 Memorandum

【Sample Analysis】

【Knowledge Induction】

I. The use and feature of memos

II. The format of memos

【Skill Training Task】

Chapter 7 Agenda

【Sample】

【Knowledge Induction】

<<商务英语写作>>

I. The use of agenda

II. The format of agenda

【Skill Training Task】

Chapter 8 The Minutes of a Meeting

【Sample】

【Knowledge Induction】

I. The use and requirements of minutes of a meeting

II. The format of minutes of a meeting

【Examples of Different Types of the Minutes of the Meeting】

【Skill Training Task】

Chapter 9 Product ' s Instruction

【Sample Analysis】

【Knowledge Induction】

I. The use and feature of a product ' s instruction

II. The content of an instruction

【Skill Training Task】

Chapter 10 Certificate

【Sample Analysis】

【Knowledge Induction】

I. The basic knowledge of certificate

II. The format of certificate

【Skill Training Task】

Chapter 11 Cards

【Sample Analysis】

【Knowledge Induction】

I. The format and sample of invitation cards

II. The format and sample of congratulationgreeting cards

III. The format and sample of business cards

【Skill Training Task】

Chapter 12 Invitation for Bids and Pre-qualification

【Sample Analysis】

【Knowledge Induction】

I. The use of invitation for bids and pre-qualification

II. The format of invitation for bids and pre-qualification

【Skill Training Task】

Chapter 13 Bidding Forms

【Sample Analysis】

【Knowledge Induction】

I. The use of a bid

II. The content of the form of bid

III. The Format of Form of Bid

【Skill Training Task】

Chapter 14 Contract

【Sample Analysis】

【Knowledge Induction】

I. The use of contracts

II. The format of contracts

<<商务英语写作>>

III. Types of contracts

【Skill Training Task】

Chapter 15 Business Reports

【Sample Analysis】

【Knowledge Induction】

I. The use and category of a business report

II. The format of different business reports

【Skill Training Task】

Chapter 16 Business Proposals

【Sample Analysis】

【Knowledge Induction】

I. The use and category of a business proposals

II. The format of different business proposals

【Skill Training Task】

Chapter 17 Speech

【Sample Analysis】

【Knowledge Induction】

I. The use and feature of speech

II. The format of speech

Examples of Different Types of speech

【Skill Training Task】

Chapter 18 The Layout of a Business Letter

【Sample Analysis】

【Knowledge Induction】

I. The structure of a business letter

II. The Format of a Business Letter

III. Envelop Addressing

【Skill Training Task】

Appendix I Names of Common Companies、Enterprises and Stores

Appendix II Names of common positions and titles

Appendix III 2011年《财富》世界500强排行榜

Appendix IV 常见英文标点符号用法指南

Appendix V Reference for tasks

Appendix VI 商务英语常用缩略语表

参考书目

参考网站

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>