

<<成功商务英语写作（下）>>

图书基本信息

书名：<<成功商务英语写作（下）>>

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内容概要

《成功商务英语写作.下(第9版)》特色

《成功商务英语写作》因其内容多样性和全面性广受学生、商务人士和公司白领欢迎，自问世起已再版八次。

作者带领读者一步一步学习不同工作场合中的写作任务，提供了准备文档、网页、演示等的详细指南。

书中各章配以各种各样实用且修辞丰富的例子，均取自最新的商业情境和日常工作场所，并辅之以详细的注释和逼真的视觉设计，有效展示了不同类型商业文档的功能、范围、格式和组织。

《成功商务英语写作.下(第9版)》第九版保留和发扬了过去版本中的特色：第一，读者分析，将读者需求放在重要位置；第二，把职场写作活动视为解决问题的过程，即成功的商务写作意味着员工满足世界各地雇主、同事、客户和零售商需求的过程；第三，涵盖了有利于商务写作的最新技术手段，包括互联网、电子邮件、即时通讯工具、博客、维基、文档跟踪系统、网络视频会议工具、智能手机等；第四，强调写作和行事遵守职场伦理道德的必要性，例如写作中应避免带有性别歧视和偏见的言语等；第五，面向全球读者市场，《成功商务英语写作.下(第9版)》讲授的写作技能不仅适用于母语为英语的写作者，而且考虑了非英语国家读者，自始至终贯穿全球读者的需求和预期。

使用对象与方法

《成功商务英语写作.下(第9版)》既适合尚在象牙塔里学习英语的学生，亦可助已迈入职场的商界人士一臂之力。

对于前者而言，教师可以选择《成功商务英语写作.下(第9版)》作为中高级商务英语写作课程的教材，时间可安排完整的16周学期，亦可自行设计为6周、8周或10周的短期商务写作课程。

对于后者而言，《成功商务英语写作.下(第9版)》简明易懂，贴近实际，并辅之以丰富的实际应用例子，既可作为商务英语写作培训课程参考书目，也可供不同行业领域的商界人士和公司白领自学使用。

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PART 3 : Gathering and Summarizing information

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章节摘录

Focus Groups Focus groups are typically made up of loyal or prospective customers who have been invited to give a company their reactions and opinions about a specific product, service, or future project. These groups are used to obtain a wider variety of opinions than individual interviews may give and they are more personal and inter-active than surveys. Many companies include a moderator to help direct the group's commentary. Businesses rely heavily on focus groups to get honest, well-considered feedback from interested individuals and to incorporate that feedback into their research. Focus groups are usually face-to-face meetings with customers who are within traveling distance of the focus group location, but virtual meeting technologies can allow for online focus groups that bring in the views of people outside of the area, even globally. As you can see in Figure 8.1, B&L Stores uses a variety of focus groups, including those that involve consultants and individuals selected from competitors' lists. Follow the guidelines below to conduct a successful focus group:

1. **Set Up the Focus Group** Determine the location, time, length, topic, and agenda of the focus group prior to contacting potential participants. Identify who should be invited to the focus group and how many individuals should make up that group. Effective focus groups usually consist of six to twelve participants in order to get a diversity of opinions but to keep the group from being too crowded and unmanageable. Consult with your supervisor, the company's sales and marketing departments, and customer lists to locate the most helpful participants or consultants. ……

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编辑推荐

这套教材体系完整，应用性强，商务内容丰富，十分贴近英语教学改革的需要和广大学生提升未来就业能力的需求，填补了我国商务英语写作领域高质量商务英语写作教材的空白，并得到15所商务英语专业院校教学协作组和中国英语写作教学专业委员会相关专家的联合推荐。

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