

<<商务沟通基础>>

图书基本信息

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内容概要

《商务沟通基础》（英文版）是一部适合中国商务国情，以培养学生跨文化的商务沟通能力为主要目标的商务英语教材。

全书综合了国内外优秀教材的许多特点，分三大部分全面概括了商务沟通的理论与技巧，知识体系完善，技能涵盖全面，内容生动活泼，同时凸显了中国文化，是一本培养多层次应用型人才、文化依托式的现代商务英语教材。

本教材适合高等院校商务、经济、管理等相关专业学生及一般院校英语专业学生拓展课程使用，也适合普通商务人员为切实提高商务沟通理论与技巧了，增强英语语言能力之用。

书籍目录

Part I Chapter 1 Getting Ready: Business Communication Fundamentalsi. The Definition of Business Communicationii. The Function of Business Communicationiii. The Categories of Business Communicationiv. The Characteristics of Business Communicationv. Over to YouChapter 2 Communication Strategiesi. The Process Model (Linear Model)ii. Ronald. B. Adler Model (Interactive Model)iii. Mary Munter Model (Circular Model)iv. Over to YouChapter 3 Intercultural Business Communicationi. Understanding Cultures and Communicationii. High Context or Low Context?iii. Developing Intercultural Business Communication Skillsiv. Business Anthropogeography: Doing Business around the Worldv. Over to YouChapter 4 Gender Difference in Communicationi. Gender Differenceii. Psychological Difference between Men and Womeniii. Educational Differenceiv. Men and Women at Workv. Women in Negotiationvi. How to Sell to Women?vii. Over to YouChapter 5 Persuasive Skills (1)i. Persuading Oneself before Othersii. Setting Personal Objectiveiii. Developing the Relationshipiv. Understanding Human Motivationv. Over to YouChapter 6 Persuasive Skills (2)i. Asking the Right Questionsii. Applying the Power of Personalityiii. Choosing the Right Approachiv. Over to YouChapter 7 Non-verbal Skillsi. The Significant Role of Non-verbal Communicationii. Non-verbal Delivery Skillsiii. Non-verbal Listening Skillsiv. Over to YouChapter 8 Public Speaking Skillsi. Fighting down Your Terrorii. Presentation Skillsiii. Debating Skills: To Be or Not to Beiv. Knowing How to Say Nov. Over to You...Part IIIBibliography

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