

<<国际商务联系学>>

图书基本信息

书名：<<国际商务联系学>>

13位ISBN编号：9787810006941

10位ISBN编号：7810006940

出版时间：1994-08

出版时间：对外经济贸易大学出版社

作者：宗宝麟

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>

书籍目录

INTERNATIONAL BUSINESS COMMUNICATION
CONTENTS
PREFACE
CHAPTER ONE BASIC CONCEPTS
I Information Theory
II Theory of Human Communication
III International Business Communication
IV Prerequisites for the Subject
CHAPTER TWO CULTURAL INFLUENCES
1 Different Cultures mean Different
Communications
1 Comparisons between Written and Oral
Communications
1 English,a Changing Language
IV English and Chinese as Common Business
Languages
CHAPTER THREE BUSINESS COMMUNICATION PRINCIPLES
1 Modes of Business Communication
1 Business Communication Principles(1)
Completeness ,Conciseness ,Consideration
B Business Communication Principles(1)
Concreteness, Clearness,Courtesy, Correctness
CHAPTER FOUR THE PREPARATIONS OF EFFECTIVE
MESSAGES
1 Importance of Good Planning
1 Five Planning Steps
B Basic Qrganizational Approaches
IV Composition of the Message and Its Completion
CHAPTER FIVE GENERAL TYPES OF BUSINESS WRITING
1 Domestic Business Letters
II International Business Letters
III The Job Application Messages
IV Other Main Types of Business Writing emos, Cables, Telexes and Faxes
CHAPTER SIX WRITTEN COMMUNICATIONS IN ENGLISH
1 Direct Requests
1 Good News Messages
B Bad News Messages
IV Routine Business Letters
CHAPTER SEVEN SOCIAL AND GOODWILL MESSAGES
1 Some Guidelines
1 Thank-you Messages
III Messages for Joyous Occasions
IV Messages of Sympathy
V Invitations and Responses
CHAPTER EIGHT ORAL COMMUNICATIONS

<<国际商务联系学>>

1 Importance of Effective Oral Communication in International Business

1 Behavioral Variables Affecting

Oral Presentations

1 Main Types of Oral Communications and Their

Preparation

IV Listening

CHAPTER NINE TRANSLATION FOR INTERNATIONAL BUSINESS

1 Newmark' s Dynamics of Translation

1 Communicative Translation

1 Some Suggestions for Communicative Translating

IV Examples of Written Translations for Business

CHAPTER TEN A FEW WORDS ABOUT THE HI - TECHS

USED FOR COMMUNICATIONS IN INTERNATIONAL BUSINESS

1 Just a Few Words

1 Products Now Available

1 Things to be Available Soon

IV Possible Effects on Business Communicators

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>