

# 《今日商务沟通》

## 图书基本信息

书名：《今日商务沟通》

13位ISBN编号：9787302029823

10位ISBN编号：7302029822

出版时间：1998-06

出版社：清华大学出版社

作者：Courtland L.Bovee,等

页数：730

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：[www.tushu111.com](http://www.tushu111.com)

## 内容概要

### 今日商务沟通

本书是一本关于商务沟通基础知识的大全，更是一本很好的商务沟通方面的教材。它涵盖了所有商务沟通的基本原则和技巧，对各种商务文件的写作以及口头沟通的要领也有详尽的阐述。更主要的，本书还论述了伦理道德、文化差异、法律以及技术进步等对商务沟通的影响。全书包含的内容之广讨论之详细、为学生提供的练习定，都是同类书中不多见的。全书具有如下特点：

.采用实例：每章都以介绍公司沟通专家的工作开始，以他们成功的实例，启发读者认识掌握这些技巧的现实意义。它们是连接全章内容和现实商务沟通的纽带。

.采用真实商务文件：所引用的商务文件大多是作者在咨询工作中收集的实际使用过的文件，因而十分真实，具有说服力。作者对这些文件作了详尽评论，帮助读者运用所学知识，评价商务文件的优劣，从而真正学会构思和创作商务文件。

.提供了180个练习题和设计了154个案例，为学生提供了充分实践的机会。本书在内容上还充分反映了近年来信息技术的快速发展给商务沟通带来的影响，描述了正确使用e-mail进行商务沟通和通过Internet查找信息的方法。本书还列举了各种商务文件的格式，对商务文件中常见的术语以及编写参考文献的格式作了解释。

附录中有基本的英语语法和商务沟通中易用错、易混淆、易拼错的单词词汇表。

本书可用作各大专院校本科生、研究生商务沟通课程的教材，也是从事涉外业务的公司职员必备的参考书。

## 书籍目录

### CONTENTS IN BRIEF

Preface xix

#### PART 1 FOUNDATIONS OF BUSINESS COMMUNICATION

Chapter 1: Communicating Successfully in an Organization

Chapter 2: Understanding Business Communication

Chapter 3: Communicating Interculturally

Chapter 4: Communicating Through Technology

#### PART 2 THE WRITING PROCESS

Chapter 5: Planning Business Messages

Chapter 6: Composing Business Messages

Chapter 7: Revising Business Messages

#### PART 3 LETTERS, MEMOS, AND OTHER BRIEF MESSAGES

Chapter 8: Writing Direct Requests

Chapter 9: Writing Routine, Good-News, and Goodwill Messages

Chapter 10: Writing Bad-News Messages

Chapter 11: Writing Persuasive Messages

#### PART 4 EMPLOYMENT MESSAGES

Chapter 12: Writing Resumes and Application Letters

Chapter 13: Interviewing for Employment and Following Up

#### PART 5 REPORTS AND PROPOSALS

Chapter 14: Using Reports and Proposals as Business Tools

Chapter 15: Planning and Researching Reports and Proposals

Chapter 16: Developing Visual Aids

Chapter 17: Writing Reports and Proposals

Chapter 18: Completing Formal Reports and Proposals

#### PART 6 ORAL COMMUNICATION

Chapter 19: Listening, Interviewing, and Conducting Meetings

Chapter 20: Giving Speeches and Oral Presentations

#### PART 7 SPECIAL TOPICS IN BUSINESS COMMUNICATION

Component Chapter A: Format and Layout of Business Documents

Component Chapter B: Documentation of Report Sources

Appendix 1: Fundamentals of Grammar and Usage

Appendix 11: Correction Symbols

References

Acknowledgments

Organization/Company/Brand Index

Subject Index

Preface xix

#### PART 1 FOUNDATIONS OF BUSINESS COMMUNICATION

CHAPTER 1: Communicating Successfully in an Organization

##### COMMUNICATION CLOSE-UP AT DISNEY

Communication Business and You

The Internal Communication Network

Formal Communication Channels Informal Communication

Channels

The External Communication Network

Formal Contacts with Outsiders Informal Contacts with

Outsiders

Characteristics of Effective Organizational Communication

An Open Communication Climate A Commitment to Ethical

Communication An Understanding of Intercultural

Communication A Proficiency in Communication Technology

An Audience-Centered Approach to Communication

An Efficient Flow of Communication Messages

Summary

COMMUNICATION CHALLENGES AT DISNEY

Critical Thinking Questions

Exercises

Sharpening Your Skills

Communication Skills-Eight Great Ways They Help Advance Your

Career

Focusing on Ethics

Ethical Boundaries: Where Would You Draw the Line?

CHAPTER 2: Understanding Business Communication

COMMUNICATION CLOSE-UP AT METAMORPHOSIS STUDIOS

The Basic Forms of Communication

Nonverbal Communication Verbal Communication

The Process of Communication

Formulating a Message Overcoming Communication Barriers

How to Improve Communication

Create the Message Carefully Minimize Noise Facilitate

Feedback

Summary

COMMUNICATION CHALLENGES AT METAMORPHOSIS STUDIOS

Critical Thinking Questions

Documents for Analysis

Exercises

Communicating Across Cultures

Actions Speak Louder Than Words All Around the World

Sharpening Your Skills

Eight Keys to Achieving Total Quality and Customer Satisfaction

CHAPTER 3: Communicating Interculturally

COMMUNICATION CLOSE-UP AT PROCTER & GAMBLE

The Importance of Intercultural Business Communication

Communicating with Cultures Abroad Communicating with a Culturally Diverse Work Force

The Basics of Intercultural Business Communication

Understanding Culture Recognizing Cultural Differences

Dealing with Language Barriers Dealing with Ethnocentric

Reactions

Tips for Communicating with People from Other Cultures

Learn About a Culture Developing Intercultural Communication

Skills Negotiating Across Cultures Handling Written

Communication Handling Oral Communication

Summary

COMMUNICATION CHALLENGES AT PROCTER & GAMBLE

Critical Thinking Questions

Exercises

Communicating Across Cultures

Test Your Intercultural Knowledge

Communicating Across Cultures

Does an "English-Only" Policy Violate Employees' Rights?

CHAPTER 4: Communicating Through Technology

COMMUNICATION CLOSE-UP AT HEWLETT-PACKARD

Technology in Contemporary Business Communication

Technology in Written Communication

Creating Printed Documents Creating Electronic Documents

Technology in Oral Communication

Individual Communication Group Communication

How Technology Is Changing Communication

Summary

COMMUNICATION CHALLENGES AT HEWLETT-PACKARD

Critical Thinking Questions

Exercises

Keeping Pace with Technology

Techniques for Finding Articles Online

Sharpening Your Skills

Five Powerful Tools to Help You Create Quality Documents Quickly and Easily

PART 2 THE WRITING PROCESS

CHAPTER 5: Planning Business Messages

COMMUNICATION CLOSE-UP AT GENERAL MILLS

Understanding the Composition Process

A Ten-Stage Process Collaboration Schedules

Examining the Composition Process

Stage 1: Defining Your Purpose

Why You Need a Clear Purpose Common Purposes of Business

Messages How to Test Your Purpose

Stage 2: Analyzing Your Audience

Develop Your Audience's Profile Satisfy Your Audience's

Informational Needs Satisfy Your Audience's Motivational

Needs Satisfy Your Audience's Practical Needs

Stage 3: Establishing the Main Idea

Use Prewriting Techniques Limit the Scope

Stage 4: Selecting the Appropriate Channel and Medium

Oral Communication Written Communication

Electronic Communication

Summary

COMMUNICATION CHALLENGES AT GENERAL MILLS

Critical Thinking Questions

Exercises

Sharpening Your Skills

Overcoming Your Fear of the Blank Page

Communicating Across Cultures

Understand Intercultural Audiences, and You'll Be Understood

CHAPTER 6: Composing Business Messages

COMMUNICATION CLOSE-UP AT COMMUNITY HEALTH GROUP

Stage 5: Organizing Your Message

What Good Organization Means Why Good Organization Is

Important How Good Organization Is Achieved

Stage 6: Formulating Your Message

Composing Your First Draft Controlling Your Style and Tone

Shaping Your E-mail Message

Summary

COMMUNICATION CHALLENGES AT COMMUNITY HEALTH GROUP

Documents for Analysis

Critical Thinking Question.

Exercises

Focusing on Ethics

The Tangled Web of Internet Copyrights

Keeping Pace with Technology

E-mail Etiquette: Minding Your Manners Online

CHAPTER 7: Revising Business Messages

COMMUNICATION CLOSE-UP AT TURNER BROADCASTING SYSTEM

Stage 7: Editing Your Message

Evaluating Your Content and Organization Reviewing Your Style

and Readability Assessing Your Word Choice

Critiquing Another's Writing

Stage 8: Rewriting Your Message

Create Effective Sentences Develop Coherent Paragraphs

Stage 9: Producing Your Message

Design Elements Design Decisions

Stage 10: Proofing Your Message

Proof Your Mechanics and Format Use Grammar and Spell

Checkers Wisely

Summary

COMMUNICATION CHALLENGES AT TURNER BROADCASTING SYSTEM

Critical Thinking Questions

Documents for Analysis

Exercises

Communicating Across Cultures

More than Words for Words-The Importance of Accurate Translation

Sharpening Your Skills

How to Proofread Like a Pro: Tips for Creating the Perfect Document

PART 3 LETTERS, MEMOS, AND OTHER BRIEF MESSAGES

CHAPTER 8: Writing Direct Requests

COMMUNICATION CLOSE-UP AT THE NATURE COMPANY

Intercultural Requests

Organizing Direct Requests

Direct Statement of the Request or Main Idea Justification, Explanation, and Details Courteous Close with Request for Specific Action

Placing Orders

Requesting Routine Information and Action

Requests to Company Insiders Requests to Other Businesses

Requests to Customers and Other Outsiders

Writing Direct Requests for Claims and Adjustments

Making Routine Credit Requests

Inquiring About People

Letters Requesting a. Recommendation Letter Checking on a Reference

Summary

COMMUNICATION CHALLENGES AT THE NATURE COMPANY

Critical Thinking Questions

Documents for Analysis

Cases

Communicating Across Cultures

How Direct Is Too Direct?

Sharpening Your Skills

How to Check References-and Avoid Legal Traps

CHAPTER 9: Writing Routine, Good-News, and Goodwill Messages

COMMUNICATION CLOSE-UP AT STEINWAY & SONS

Organizing Positive Messages

Clear Statement of the Main Idea Necessary Details

Courteous Close

Replying to Requests for Information and Action

When a Potential Sale Is Involved When No Potential Sale Is Involved

Responding Favorably to Claims and Adjustment Requests

When the Company Is at Fault When the Buyer Is at Fault

When a Third Party Is at Fault

Approving Routine Credit Requests

Conveying Positive Information About People

Recommendation Letters Good News About Employment

Writing Directives and Instructions

Writing Business Summaries

Conveying Good News About Products and Operations

Writing Goodwill Messages

Congratulations Messages of Appreciation

Condolences

Summary

COMMUNICATION CHALLENGES AT STEINWAY & SONS

Critical Thinking Questions

Documents for Analysis

Cases

Keeping Pace with Technology

The Possibilities and Perils of E-mail

Focusing on Ethics

Recommendation Letters: What's Right to Write?

CHAPTER 10: Writing Bad-News Messages

COMMUNICATION CLOSE-UP AT OLMEC TOYS

Organizing Bad-News Messages

Indirect Plan Direct Plan

Conveying Bad News About Orders

Communicating Negative Answers and Information

Providing Bad News About Products Denying Cooperation with

Routine Requests Declining Invitations and Requests for

Favors

Refusing Adjustment of Claims and Complaints

Refusing to Extend Credit

Conveying Unfavorable News About People

Refusing to Write Recommendation Letters Rejecting Job

Applications Giving Negative Performance Reviews

Terminating Employment

Handling Bad News About Company Operations or Performance

Summary

COMMUNICATION CHALLENGES AT OLMEC TOYS

Critical Thinking Questions

Documents for Analysis

Cases

Communicating Across Cultures

Good Ways to Send Bad News Around the World

Sharpening Your Skills

How to Take the Sting Out of Criticism and Foster Goodwill

CHAPTER 11: Writing Persuasive Messages

COMMUNICATION CLOSE-UP AT AT&T LANGUAGE LINE

SERVICES

Planning Persuasive Messages

Ethical Persuasion Audience Needs Writer

Credibility Semantics and Other Persuasive Tools

Emotion and Logic

Organizing Persuasive Messages

The Indirect Approach The Direct Approach

Preparing Persuasive Messages on the Job

Writing Persuasive Requests for Action

Writing Persuasive Claims and Requests for Adjustment

Writing Sales and Fund-raising Messages

Sales Letters Fund-raising Letters

Writing Collection Messages

Notification Reminder Urgent

Notice Ultimatum

Summary

COMMUNICATION CHALLENGES AT AT&T LANGUAGE LINE

SERVICES

Critical Thinking Questions



Documents for Analysis

Cases

Focusing on Ethics

Does Some Direct Mail Contain Deliberately Deceptive Copy:

Keeping Pace with Technology

Writing for the Web: Sales Messages in Cyberspace

PART 4 EMPLOYMENT MESSAGES 377

CHAPTER 12: Writing Resumes and Application Letters

COMMUNICATION CLOSE-UP AT MOBIL

Thinking About Your Career

Analyzing What You Have to Offer Determining What You

Want Seeking Employment Opportunities Building

Toward a Career

Writing Your Resume

Control the Format and Style Tailor the Contents

Choosing the Best Organizational Plan Adapting Your Resume to

an Electronic Format Writing the Perfect Resume

Writing Application Messages

Writing the Opening Paragraph Summarizing Your Key Selling

Points Writing the Closing Paragraph Writing the

Perfect Application Letter

Writing Other Types of Employment Messages

Writing Job-Inquiry Letters Filling Out Application Forms

Writing Application Follow-Ups

Summary

COMMUNICATION CHALLENGES AT MOBIL

Critical Thinking Questions

Documents for Analysis

Cases

Keeping Pace with Technology

High-Tech Job Hunting: The Secrets of Finding Employment on the World Wide

Web

Focusing on Ethics

Warning: Deceptive Resumes Can Backfire

CHAPTER 13: Interviewing for Employment and Following Up

COMMUNICATION CLOSE-UP AT MICROSOFT

Interviewing with Potential Employers

The Interview Process What Employers Look For

What Applicants Need to Find Out How to Prepare for a Job

Interview How to Be Interviewed

Following Up After the Interview

Thank-You Letter Letter of Inquiry Request for a Time

Extension Letter of Acceptance Letter Declining a Job

Offer Letter of Resignation

Summary

COMMUNICATION CHALLENGES AT MICROSOFT

Critical Thinking Questions

Documents for Analysis

Cases

Focusing on Ethics

Handwriting Analysis: Should It Be Used to Determine Your Employment Potential?

Sharpening Your Skills

Sixteen Tough Interview Questions: What to Say When You're Stopped in Your Tracks

PART 5 REPORTS AND PROPOSALS

CHAPTER 14: Using Reports and Proposals as Business Tools

COMMUNICATION CLOSE-UP AT NARADA PRODUCTIONS

What Makes a Good Business Report

How Companies Use Reports and Proposals

Reports for Monitoring and Controlling Operations Reports for

Implementing Policies and Procedures Reports for Complying with

Government Regulations Proposals for Obtaining New Business or

Funding Reports for Documenting Client Work

Reports for Guiding Decisions

How Electronic Technology Affects Business Reports

Summary

COMMUNICATION CHALLENGES AT NARADA

PRODUCTIONS

Critical Thinking Question

Exercises

Focusing on Ethics

Do You Make These Costly Mistakes When Writing Business Reports?

Keeping Pace with Technology

Gain the Competitive Edge with Online Reporting

CHAPTER 15: Planning and Researching Reports and Proposals

COMMUNICATION CLOSE-UP AT GOSH ENTERPRISES

Five Steps in Planning Reports

Step 1: Defining the Problem and the Purpose

Asking the Right Questions Developing the Statement of Purpose

Step 2: Outlining Issues for Investigation

Developing a Logical Structure Preparing a Preliminary

Outline Following the Rules of Division

Step 3: Preparing the Work Plan

Step 4: Conducting the Research

Reviewing Secondary Sources Collecting Primary Data

Step 5: Analyzing and Interpreting Data

Calculating Statistics Drawing Conclusions

Developing Recommendations

Summary

COMMUNICATION CHALLENGES AT GOSH ENTERPRISES

Critical Thinking Questions

Exercises

Sharpening Your Skills

Seven Errors in Logic That Can Undermine Your Reports

Focusing on Ethics

How to Avoid Plagiarism

CHAPTER 16: Developing Visual Aids

COMMUNICATION CLOSE-UP AT EASTMAN KODAK COMPANY

Planning Visual Aids

Why Business Professionals Use Visual Aids The Process of

"Visualizing" Your Text

Designing Visual Aids

Understanding the Art of Graphic Design Selecting the Right Visual for the Job

Producing Visual Aids

Creating Graphics with Computers Fitting Visual Aids into the

Text Checking Over the Visual Aids

Summary

COMMUNICATION CHALLENGES AT EASTMAN KODAK COMPANY

Critical Thinking Questions

Documents for Analysis

Exercises

Keeping Pace with Technology

Creating Colorful Visual Aids with Computers for Maximum Clarity and Impact

Focusing on Ethics

Visual Aids That Lie: The Use and Abuse of Charts and Graphs

CHAPTER 17: Writing Reports and Proposals

COMMUNICATION CLOSE-UP AT THE SAN DIEGO WILD ANIMAL PARK 532

Organizing Reports and Proposals

Deciding on Format and Length Selecting the Information to

Include Choosing Direct or Indirect Order Structuring

Ideas

Formulating Reports and Proposals

Choosing the Proper Degree of Formality Establishing a Time

Perspective Helping Readers Find Their Way

Summary

COMMUNICATION CHALLENGES AT THE SAN DIEGO WILD ANIMAL PARK

Critical Thinking Questions

Exercises

Cases

Sharpening Your Skills

Be Careful-Your Computer Can Create Work!

Sharpening Your Skills

Writing Headings That Spark Reader Interest

CHAPTER 18: Completing Formal Reports and Proposals

COMMUNICATION CLOSE-UP AT THE ROCKY MOUNTAIN INSTITUTE

Report Production

Components of a Formal Report

Prefatory Parts Text of the Report Supplementary

Parts

Components of a Formal Proposal

Prefatory Parts Text of the Proposal

Summary

COMMUNICATION CHALLENGES AT THE ROCKY MOUNTAIN  
INSTITUTE

Critical Thinking Questions

Cases

Sharpening Your Skills

In-Depth Critique: Analyzing a Formal Report

PART 6 ORAL COMMUNICATION

CHAPTER 19: Listening, Interviewing, and Conducting Meetings

COMMUNICATION CLOSE-UP AT 3 IVI

Communicating Orally

Speaking Listening

Handling Difficult Interpersonal Situations

Resolving Conflict Overcoming Resistance Handling

Negotiations

Conducting Interviews on the Job

Categorizing Interviews 637 Planning Interviews

Participating in Small Groups and Meetings

Understanding Group Dynamics Arranging the Meeting

Contributing to a Productive Meeting

Summary

COMMUNICATION CHALLENGES AT 3M

Critical Thinking Questions

Exercises

Communicating Across Cultures

Crossing Cultures Without Crossing Signals: Your Listening Skills Can Bridge  
the Gap

Keeping Pace with Technology

Electronic Meetings: Work Together-Wherever You Are-to Get the Results You  
Want

CHAPTER 20: Giving Speeches and Oral Presentations

COMMUNICATION CLOSE-UP AT PHOENIX MANAGEMENT

Speaking and Presenting in a Business Environment

Preparing to Speak

Define Your Purpose Analyze Your Audience Plan Your  
Speech or Presentation

Developing Your Speech or Presentation

The Introduction The Body The Close

The Question-and-Answer Period The Visual Aids

Mastering the Art of Delivery

Getting Ready to Give Your Presentation Delivering the  
Speech Handling Questions

Summary

COMMUNICATION CHALLENGES AT PHOENIX  
MANAGEMENT

Critical Thinking Questions

Exercises

Sharpening Your Skills

Tired of Being Ignored? Five Ways Guaranteed to Get Attention and Keep It

Keeping Pace with Technology

Your Audience Will Get the Picture: Presentation Software Can Create Lively Business Speeches

PART 7 SPECIAL TOPICS IN BUSINESS COMMUNICATION

COMPONENT CHAPTER A: Format and Layout of Business Documents

First Impressions

Paper Customization Appearance

Letters

Standard Letter Parts Additional Letter Parts Letter

Formats

Envelopes

Addressing the Envelope Folding to Fit

International Mail

Memos

E-mail

Header Body

Time-Saving Messages

Reports

Margins Headings Spacing and Indentations

Page Numbers

Meeting Documents

COMPONENT CHAPTER B: Documentation of Report Sources

Finding Sources

Libraries Computerized Databases

Using Source Information

Recording Information

Understanding Copyright and Fair Use

Preparing Reference Lists

Reference List Construction

Manuals of Style

Reference List Entries

Choosing a Method of In-Text Citation

Author-Date System Key-Number System

System Source Note Format

APPENDIX I: Fundamentals of Grammar and Usage

Grammar

Nouns Pronouns

Adjectives Adverbs

Speech Sentences

Punctuation

Periods Question Marks

Exclamation Points Semicolons

Colons Commas

Hyphens Apostrophes

Marks Parentheses

Underscores and Italics  
Mechanics  
Capitals Abbreviations  
Word Division  
Vocabulary  
Frequently Confused Words  
Frequently Misspelled Words  
Words and Phrases  
APPENDIX II: Correction Symbols  
Content and Style  
Grammar, Usage, and Mechanics  
Proofreading Marks  
References  
Acknowledgements  
Organization/Company/Brand Index  
Subject Index  
Superscript  
Verbs  
Other Parts of  
Dashes  
Ellipses  
Quotation  
Numbers  
Frequently Misused Words  
Transitional

## 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:[www.tushu111.com](http://www.tushu111.com)