

《商务英语》

图书基本信息

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内容概要

《商务英语》内容简介：This book altogether eight parts, which, we think, are all related to communication in business contexts. The first part offers some remarks on English for Business, dealing with the features of business English and the significance of business communication. The next five parts respectively relate to business letters, business plans, contracts, advertising, and trademarks with examples and illustrations. Part Seven presents commonly-used documents in international business on sample basis. In the last part, the authors point out that it is important for people doing international business to raise their cross—cultural awareness.

书籍目录

Part 1 General Remarks on English for Busim

- 1 . 1 Definition of English for Business
- 1 . 2 A Briefing on English for Business
- 1 . 3 Specialist Vocabulary
- 1 . 4 Syntax and Figure of Speech
- 1 . 5 Principles of Business Writings
 - 1 . 5 . 1 Clearness
 - 1 . 5 . 2 Conciseness
 - 1 . 5 . 3 Correctness
 - 1 . 5 . 4 Courtesy
 - 1 . 5 . 5 Concreteness
 - 1 . 5 . 6 Consideration
 - 1 . 5 . 7 Completeness
- 1 . 6 Choice of English Varieties
- 1 . 7 Tips for Business Writings

Part 2 Business Letters

- 2 . 1 Planning a Business Letter
- 2 . 2 Business Letter Format
- 2 . 3 Lay—out of a Business Letter
 - 2 . 3 . 1 Letterhead
 - 2 . 3 . 2 Lay—out
- 2 . 4 Language of Business Letters
- 2 . 5 Different Types of Business Letters
 - 2 . 5 . 1 Establishing Business Relations
 - 2 . 5 . 2 Inquiries and Replies
 - 2 . 5 . 3 Quotations , Offers and Counter Offers
 - 2 . 5 . 4 Orders
 - 2 . 5 . 5 Payment
 - 2 . 5 . 6 Packing
 - 2 . 5 . 7 Insurance
 - 2 . 5 . 8 Shipment
 - 2 . 5 . 9 Acknowledgements
 - 2 . 5 . 10 Complaint and Reply

Part 3 Business Plan

- 3 . 1 The Language Features
- 3 . 2 The Elements of a Business Plan
- 3 . 3 HOW to Write
- 3 . 4 Samples

Part 4 Contract

- 4 . 1 The Language Features
- 4 . 2 The Elements of a Contract
- 4 . 3 HOW to Write
- 4 . 4 Samples

Part 5 Advertising

- 5 . 1 Lexical Features
 - 5 . 1 . 1 Simple and Informal
 - 5 . 1 . 2 Misspelling and Coinage

- 5 . 1 . 3 Loanwords
- 5 . 1 . 4 Contraction
- 5 . 1 . 5 Use of Verbs
- 5 . 1 . 6 Use of Adjectives
- 5 . 1 . 7 Compound Words
- 5 . 1 . 8 Pronouns
- 5 . 2 Figures of Speech
 - 5 . 2 . 1 Personification
 - 5 . 2 . 2 Puns
 - 5 . 2 . 3 Alliteration
 - 5 . 2 . 4 Repetition
 - 5 . 2 . 5 Analogy
 - 5 . 2 . 6 Rhyme
 - 5 . 2 . 7 Hyperbole
 - 5 . 2 . 8 Parallelism
 - 5 . 2 . 9 Paradox
 - 5 . 2 . 10 Omission
- 5 . 3 Fuzziness
- 5 . 4 Weasel Words
- 5 . 5 Syntactical Features
 - 5 . 5 . 1 Simple Sentences
 - 5 . 5 . 2 Narrative Sentences
 - 5 . 5 . 3 Imperative Sentences
 - 5 . 5 . 4 Interrogative Sentences
 - 5 . 5 . 5 Elliptical Sentences
 - 5 . 5 . 6 Disjunctive Clauses
 - 5 . 5 . 7 Use of the Active Voice
 - 5 . 5 . 8 Negative Sentences
 - 5 . 5 . 9 Use of the Present Tense
- 5 . 6 Discourse Features
- 5 . 7 Visual Effects of Body Copies
- Part 6 Trademark Creation
 - 6 . 1 Definitions of Trademark
 - 6 . 2 Attributes of Trademark
 - 6 . 3 Categories of Trademark
 - 6 . 3 . 1 Fanciful Trademark Strong
 - 6 . 3 . 2 Arbitrary Trademark—Strong
 - 6 . 3 . 3 Suggestive Trademark—Fairly Strong
 - 6 . 3 . 4 Descriptive Trademark—Not Strong
 - 6 . 3 . 5 Generic Trademark—Weak and Not Protectable
 - 6 . 4 Strategies for Trademark Creation
 - 6 . 4 . 1 Choose a Connotative Term
 - 6 . 4 . 2 Use an Acronym
 - 6 . 4 . 3 Invent a Term
 - 6 . 4 . 4 Borrow a Foreign Term
 - 6 . 4 . 5 Select a Term from Related Areas
 - 6 . 5 Guidelines for Trademark Creation
 - 6 . 5 . 1 Avoid Trademarks That Cannot Be Registered
 - 6 . 5 . 2 Use Fabricated Words

- 6 . 5 . 3 Try Animal or Plant Names
- 6 . 5 . 4 Make the First Trademark Word Distinctive
- 6 . 6 Methods of Creating a Trademark
 - 6 . 6 . 1 Clipping
 - 6 . 6 . 2 Blending
 - 6 . 6 . 3 Initialism
 - 6 . 6 . 4 Acronym
 - 6 . 6 . 5 Compounding
 - 6 . 6 . 6 Affixing
 - 6 . 6 . 7 Homophones
 - 6 . 6 . 8 Echoism
 - 6 . 6 . 9 Reversal
- 6 . 7 Value of Trademark
- 6 . 8 Protection of Trademarks
 - 6 . 8 . 1 Use Trademarks as Adjectives
 - 6 . 8 . 2 Consider Using Distinctive Type
 - 6 . 8 . 3 Use Trademark Notice
 - 6 . 8 . 4 Don ' t Change a Trademark
 - 6 . 8 . 5 Don ' t Use Trademarks in the Possessive Case
 - 6 . 8 . 6 Don ' t Use Trademarks in the Plural Form
- 6 . 9 Comparison between English and Chinese Trademarks
 - 6 . 9 . 1 Similarities Between English and Chinese Trademarks
 - 6 . 9 . 2 Differences Between English and Chinese Trademarks

Part 7 International Trade Documentation

- 7 . 1 Quotation Sheet
- 7 . 2 Letter of Credit
- 7 . 3 Bill of Exchange
- 7 . 4 Proforma Invoice
- 7 . 5 Commercial Invoice
- 7 . 6 Packing List
- 7 . 7 Bill of Lading
- 7 . 8 Certificate of Origin
- 7 . 9 Weight Memo
- 7 . 10 Inspection Certificate
- 7 . 11 Shipping Advice
- 7 . 12 Insurance Policy
- 7 . 13 Relevant Certificates

Part 8 Cross . Cultural Awareness

- 8 . 1 Cultural Contrast
 - 8 . 1 . 1 Individual VS . Group
 - 8 . 1 . 2 Low Power—Distance VS . High Power—Distance
 - 8 . 1 . 3 High Uncertainty—Avoidance VS . Low Uncertainty—Avoidance
 - 8 . 1 . 4 Masculinity VS . Femininity
 - 8 . 1 . 5 Low—Context VS . High—Context
- 8 . 2 Cultural Differences
 - 8 . 2 . 1 Time
 - 8 . 2 . 2 Space
 - 8 . 2 . 3 Religion

8 . 2 . 4 Feature

8 . 2 . 5 Color

8 . 3 Culture Shock

8 . 4 Cultural Confluence

8 . 5 Tips for Cross—Cultural Communication

Bibliography

精彩短评

- 1、心得很多。。。
- 2、很全面，很详细，good！
- 3、当时大学课本，在网上买的，内容一般般。

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