

实用商务英语写作



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出版者:北京大学

出版时间:2010-6

装帧:

isbn:9787301127018

《21世纪高职高专规划教材·实用商务英语写作》是21世纪全国高等院校《商务英语》系列基础核心教材之一。《21世纪高职高专规划教材·实用商务英语写作》运用国内外商务沟通的最新研究成果，帮助学生全面提高商务英语写作能力和书面沟通技巧。采用基础写作与商务写作合为一体的编写思路，将商务知识贯穿于全书之中。使学生在在学习写作基础知识的同时，熟悉了解商务知识的词汇、句型和语篇，在具有一定的写作技能之后再进入专业写作学习，以期事半功倍。《21世纪高职高专规划教材·实用商务英语写作》分两大部分（共14章）：第一部分为英语写作基础知识，涵盖英汉写作差异、合理选词和造句的技巧、段落的组织及篇章写作技巧；第二部分为实用商务写作，立足于提高学生的商务文书表达能力，较详细地阐述了商务文书的主要类型、拟写格式、写作原则与技巧、习惯表达方式，重点介绍信息告知性商务信函写作、商务文函写作、商务安排与社交活动信函的书写以及其他商务写作。每章后配有丰富多样的写作实践练习，同时书后还附有练习参考答案，以供读者参考。

作者介绍:

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书评

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