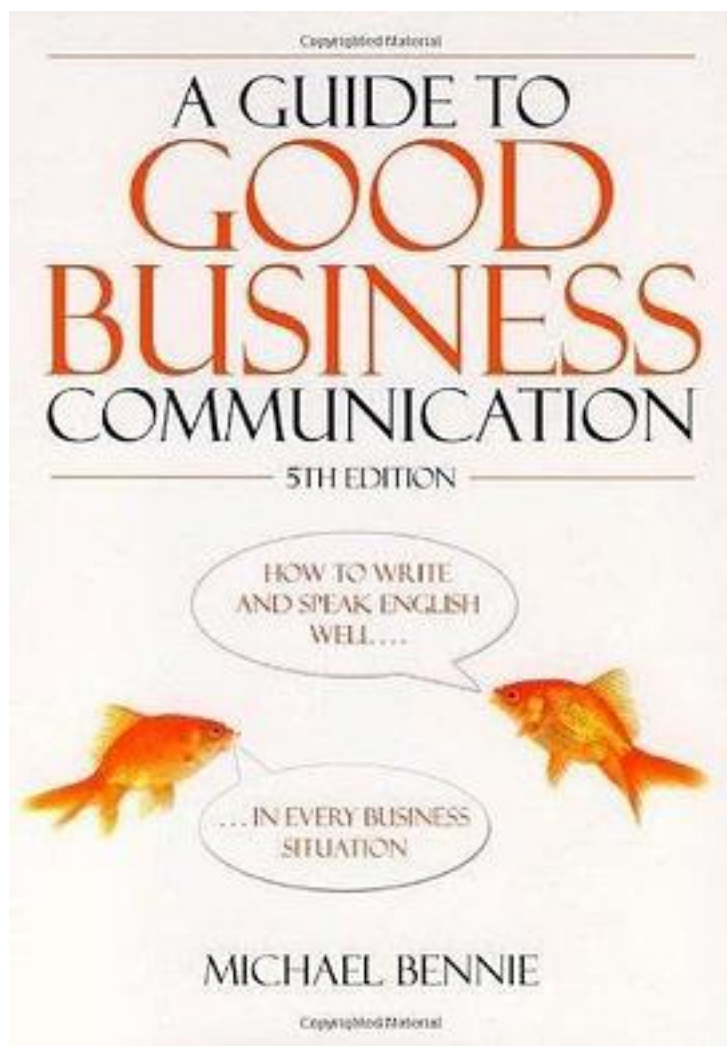


# A Guide to Good Business Communication



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Communications is the key to success in any business. Whether you are trying to sell a product, answer a query or complaint from a customer or convince your colleagues to follow a certain course of action, good communication often means the difference between success and failure. This book is written for everyone who wants to master the skill of good communication in business - from business people and government officials to business students and English language learners. It is: - A self-help guide for people in business or at work who want to improve their communication skills - A resource for business students at tertiary level, especially students of the new business vocational diploma - A guide to resource for students in other countries who may wish, or need, to learn business English as part of their general business course. The aim of this book is to give a good grounding in writing and speaking English in business situations.

作者介绍:

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## 标签

金融-经济-营销-管理

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