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职场完美措辞系列

英汉对照

PERFECT PHRASES FOR WRITING
COMPANY ANNOUNCEMENTS

公司 公文写作 如此简单

[美] 琳达·伊娃·戴蒙德 [美] 哈里特·戴蒙德◎著
蔺敏◎译



销量超过100万的**职场完美措辞**系列图书

数百个**对内、对外公告措辞**公文写作如此简单



人民邮电出版社
POSTS & TELECOM PRESS

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——公司——
公文写作
如此简单

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简介



本书是你的专属助手，指导你进行公司内外的文本交流。无论是面向顾客、员工或者持股人，还是对你的产品和服务感兴趣的个人，你的公告都要字斟句酌。精心写就的公告不仅可以告知信息、启发激励员工、提高销售量，甚至可以帮你塑造或者提升公司的形象。

公告无论长短，定期发布很关键。时常出现的公司名称和公司动态会给消费者留下印象；面向员工的定期公告会让他们感到被重视，值得他们投入时间和精力。适时、定期发布公告不是一件易事，然而，获取信息的渠道是一定的，24/7，而且消费者的注意力也很分散。因此，即使出现在不显眼的地方，公告的形式越多，媒介的选择越多样，公司名称越能在忙碌的大脑中占有一席之地。

面对繁琐的撰写工作，你需要快速找出完美的措辞。本书将为你提供大量的例句，教你在今后的广告撰写和润色中保持完美。

哪些人需要这本书？

撰写、编辑和校对需要专门的技能。然而，在大多数小公司和许多大公司里，撰写公告和新闻稿的任务往往由那些工作繁重的员工承担，这使他们不得不经常加班赶工。无论公司的规模如何，只要你打算发布公告，那么你就会需要本书。

本书结构

第一部分 信息分享：理由和方式

这一部分涵盖了公告的内容和风格，媒介的选择以及语言上可能出现的问题。开篇的章节将首先解释我们为什么要发布公告。继而谈谈面向大众的各类公告类型，并将就定位读者群的原因和方式给你一些建议。这些都将带给你灵感，帮你写出流畅的公告，并且使之最能代表你想传播的公司形象。

第二部分 完美措辞

这一部分是本书的重点，里面介绍了很多撰写某类公告的理念以及相应的例句。虽然大部分措辞适用于多种场合，我们还是将它们仔细分类，分别做了详细的介绍，旨在为你提供有针对性的例句。你可以根据自己的需要做一些修改。与这个系列的其他书一样，收录的句子也许正好满足了你的需要，也许只是抛砖引玉。你考虑得越细致，你的公告就会越加地富有感染力、影响力和生命力。

第三部分 写出自己的完美措辞

无论是修改书中的措辞为你所用还是自己动手写，只要你牢记几个注意事项就能成功。本书的最后两章将教你创作出专属于你的公司公告。你将学到完美的措辞美在何处。针对写作的讨论阶段和创作、润色阶段你还将得到有益的建议。即使拥有海量的词句，我

们仍然要动手去练习和修改，甚至偶尔要翻译一些专业的公告。这两章的内容还包括了一些遣词造句的小贴士，教你如何避免潜在的陷阱以及如何为文章做最后的润色。

由此进入

本书对需要为公司撰写公告的读者而言小巧便携，参照方便能实时为你提供参考和帮助。无论公司的业务和经营目标是什么，良好的公司形象和发达的人际关系都是成功的必备因素。你想发布什么信息？用什么方式最好？你要展示给外界的形象和风格是什么？你与客户和员工的关系如何？如何与他们保持联系以及向他们告知信息？如何激励、鼓舞员工的士气？如果你准备写一份公告那就一起来看看吧。

Introduction



Perfect Phrases for Writing Company Announcements is your personal guide to both external and internal written communication. Announcements should be phrased with care whether they're written for clients, customers, investors, employees, or anyone else who has a stake in your business or an interest in your products or services. A well-crafted announcement can inform, inspire, motivate, entice, sell, and even shape (or shape shift) your company's image.

Announce big news, but announce the small news, too, and consider making regular announcements. Keeping your name and news visible will help you stay in the consumer's mind, and regular announcements to employees will make them feel valued and worth the time and effort to be kept apprised. Sending timely, regular announcements is a tough job, but information access is constant, 24/7, and consumer attention is scattered. The more you put out new information or reminders, even in the smallest tidbits, and the more media choices you use, the more your business name will be recalled by busy minds.

When faced with writing so many company announcements, you

may need the perfect phrase in a hurry—and we’re here to help with hundreds of perfect phrases and the means to keep perfect phrasing in mind as you develop and refine new announcements over time.

Who Can Use This Book?

Writing, editing, and proofreading are specialized skills. However, in most small companies and in many larger ones, the job of writing company updates, announcements, and press releases often falls on the shoulders of those who are already carrying heavy loads and are forced to fit the job of promotional writer into “spare” time. Whether you work for a large or small company or you’re self-employed, if you are charged with creating written announcements, you’ll want to use *Perfect Phrases for Writing Company Announcements*.

Book Map

Part One Sharing Information: The Whys and Hows

Part One covers announcement basics of message and style, from media choices to language matters. These opening chapters explain why you want to get your message out, touch on choices for delivering varied messages to multiple audiences, and offer ideas about how and why to target to your audience and make your messages pop, flow, deliver, and best represent the image you want to project.

Part Two The Perfect Phrase

In Part Two, which comprises the bulk of the book, you will find perfect phrases and the mindsets behind them. Although many of our phrases could apply to multiple situations, we also offer a variety of phrases that would suit specific businesses and circumstances. Many can be altered to fit your needs; others will serve as models. As with all other Perfect Phrases books, the phrases may be the perfect fit or a springboard to your own perfect phrase. The more specific you are, the stronger, more meaningful, and more lasting your message will be.

Part Three Writing Your Perfect Phrases

Whether tweaking our phrases for your unique needs or writing an announcement on a topic not covered here, a few writing basics can help you. We provide two closing chapters to help you create and refine your own phrases and company announcements. Learn what makes a phrase perfect and find suggestions for brainstorming, creating, and evaluating effective announcement phrasing. Even with hundreds of perfect phrases in your hand, you will still need to create, refine, or even translate specialized messages at times. In the two concluding chapters, you'll find quick tips on crafting phrases, avoiding pitfalls, and polishing the final look of your announcement.

Enter Here

Perfect Phrases for Writing Announcements is an easy-to-carry, easily referenced resource for anyone who must write company announcements. Whatever your business, whatever your goals, both your image and your relationships are essential elements of your success. What do you announce and how? What is the image and style of your company that you want the world to see? What's your relationship with clients and employees, and how can you maintain contact, inform, excite, motivate, and inspire? If you're ready to make an announcement, enter here.

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