

第7版 · 双语教学版

# 商务沟通精要

【美】玛丽·埃伦·古费 著 唐 健 等译 窦卫霖 审校

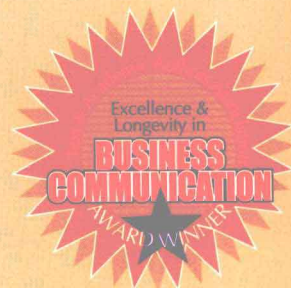


Essentials of

## Business Communication

Seventh Edition

Mary Ellen Guffey



本书的出版得到对外经济贸易大学教育部商务英语国家级教学团队项目的资助

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Mary Ellen Guffey

*Essentials of Business Communication*, 7th Edition

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## 内 容 提 要

《商务沟通精要》(第7版)是集权威的教科书、实用的工作手册和自学的语法技能指南于一体的学习用书。本书基于最新出版的第7版英文版,在保留原版同时,对重点和难点的段落、句子、生词、术语进行了中文翻译及注释。

本书分为6篇,共14章,介绍了商务沟通的基础,重点讲述了如何进行诸如商务信函、电子邮件和备忘录、劝说性信件、建议书和报告等商务写作,同时也涵盖了演讲技巧、高科技应用、就业沟通等内容。本书内容丰富、实用性强,使读者在语言研习和商务沟通技能提升方面均有所收获。

本书适合用作高等院校商贸类、经济类、管理类专业的全英语教学和双语教学教材,也适合用作一般企业的培训教材,以及职场人士的自学参考用书。





Dr. Mary Ellen Guffey  
Thomson South-Western



**Dear Business Communication Students:**

As we release the Seventh Edition of *Essentials of Business Communication*, I must confess that this is the best edition yet! *Essentials* continues to provide a cost-effective three-in-one learning package: (1) authoritative textbook, (2) practical workbook, and (3) self-teaching grammar/mechanics handbook.

I'm particularly excited about this edition because it brings you valuable workplace information. Let me describe a few of this edition's unparalleled features:

- ▶ **Increased Emphasis on Professionalism.** Content in every chapter helps you develop oral, written, and nonverbal skills that make you sound and look credible as well as promotable.
- ▶ **Enhanced Coverage of Communication Technologies.** The Seventh Edition demonstrates how the world of work is being changed by IP telephony, company intranets, wireless networks, Wi-Fi, voice recognition, videoconferencing, presence technology, and many other advances.
- ▶ **Strengthened Grammar/Mechanics Review Materials.** New Grammar/Mechanics Checkups in the textbook, as well as new digital Advanced Grammar/Mechanics Checkups and "Your Personal Language Trainer," help you revive rusty skills. No other textbook provides a better grammar/mechanics review program using both digital and print to build confidence and skills.
- ▶ **New Writing Coach Feature.** A step-by-step demonstration of the composition of e-mails, memos, and letters shows you how to compose and revise messages.
- ▶ **Expanded Coverage of Résumés.** New model documents emphasize a summary of qualifications and new cover letters. You also learn how to optimize your résumé for today's technologies.

*Essentials* provides even more support materials so that you leave this course confident and fully prepared with marketable skills. As one of the most accessible and responsive authors in the field, I am eager to learn whether you agree that this is the best edition yet!

Cordially,

**Mary Ellen Guffey**

## Get Prepared...

Mary Ellen Guffey's **Essentials of Business Communication** has helped countless students prepare for success in today's technology-driven workplace. The Seventh Edition of this award-winning text contains the instruction you need for business communication success, with practice opportunities in every chapter to help you hone your skills.

## Improve Your Writing and Grammar Skills...

156 Unit 3 Corresponding at Work

**WRITING COACH**  
STEP-BY-STEP DEMONSTRATION

**Direct Request Letter**

**Problem**  
As the office manager at Earth Systems, you are responsible for equipment. The operations chief, Eric Young, sits down at your desk and says, "Look, we've just received a notice from our insurance carrier telling us that we have to secure our office equipment or else our rates will increase. How many pieces of equipment do we have? Can you get some figures on how much this will cost?" Counting the computers in private offices, you figure that the company has 18 workstations consisting of computers, monitors, and keyboards plus 12 printers. But you are worried about installing security devices that might tie the computers to desktops and make it impossible to move them around. You realize, of course, that office theft can be a problem. After checking local sources for security devices, you decide to write to a national supplier, Micro Supplies and Software, to get an estimate.

**before revision**

Address revision to make it possible

Dear Sirs:

Our insurance rates will be increased in the near future if we don't install security devices on our computer equipment. We have considered some local suppliers, but none had exactly what we wanted. That's why I am writing to see if you can provide information and recommendations regarding security equipment to prevent theft of office computers and printers.

Our office now has 18 computer workstations along with twelve printers. We need a device that can be used to secure separate computer components to desks or counters. Would you please recommend a device that can secure a workstation consisting of a computer, monitor, and keyboard. We wonder if professionals are needed to install your security devices and to remove them. We're also interested in whether the devices can be easily removed when we need to move equipment around. We are, of course, very interested in the price of each device. What about quantity discounts, if you offer them.

Transcribe sentence to parallel form

Thank you for your response. Below February 15, I would appreciate it very much. This would help us meet a deadline of April 1 from our insurance carrier. Thank you for your attention to this matter.

Sincerely,

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Guffey's textbook/workbook/handbook format teaches writing skills while reviewing and reinforcing your basic grammar and mechanics skills.

### Writing Plans and Writing Improvement Exercises

Clear step-by-step writing plans structure the assignments so that novice writers can get started quickly and stay focused on the writing experience – without struggling to provide unknown details to unfamiliar, hypothetical cases.

### ◀ Writing Coach

This new step-by-step demonstration of the writing process shows you how to write and revise e-mails, memos, and letters using a brief case, writing instructions, and before-and-after documents.

### ◀ Emphasis on Grammar and Mechanics

Throughout the text, you will be encouraged to build on your basic grammar skills. Grammar/Mechanics Checkups, Grammar/Mechanics Challenges, and chapter discussions keep you in practice. Plus...**Your Personal Language Trainer**, a self-teaching grammar/mechanics review included in Guffey Xtra!, helps to further enhance language skills.

Dr. Guffey YOUR PERSONAL LANGUAGE TRAINER Grammar/Mechanics Workouts

Introduction News Pronouns Verbs Adjectives & Adverbs Prepositions Conjunctions and Coords Appositives Other Punctuation Capitalization Numbers Home

**CAPITALIZATION** WARMUP EXERCISE MEASURE

EXERCISE

Introduction | Demonstration | Quiz

Quiz

on to problem sentence

Our Manager installed a new Computer and it's Printer yesterday, but their not working yet.

Type your response in the box below.

Our Manager installed a new computer and it's printer yesterday, but there not working yet.

Show error in problem sentence

Our Manager installed a new Computer and it's Printer yesterday, but their not working yet.

Show corrected sentence

Our manager installed a new computer and its printer yesterday, but they are not working yet.

## ...with Time-tested Learning Tools

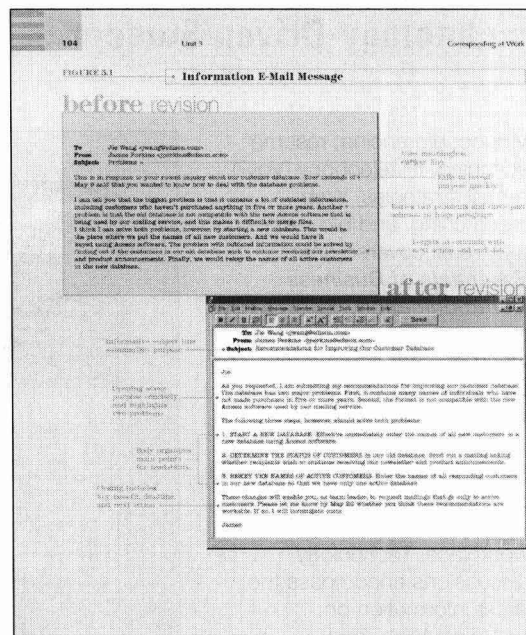
### ► Model Documents

Before-and-after sample documents and descriptive callouts are a road map to the writing process, demonstrating for you the effective use of the skills being taught, as well as the significance of the revision process in writing.



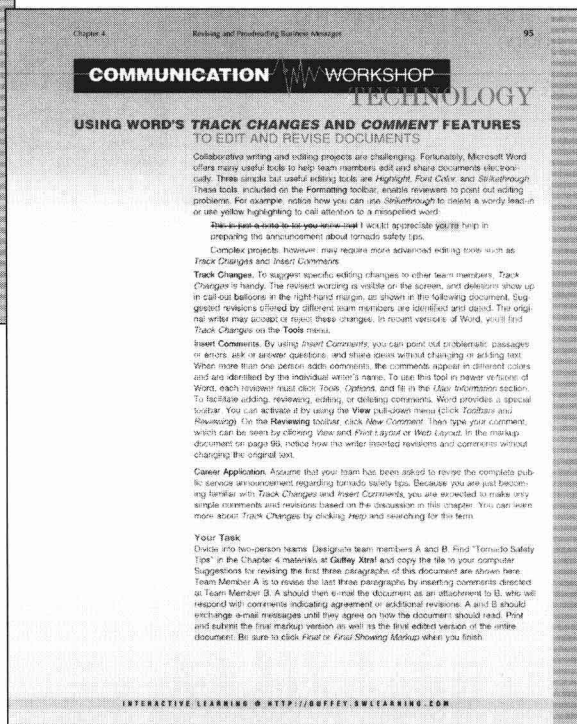
### ► Communication Workshops

Communication workshops develop critical thinking skills and provide insight into special business communication topics such as ethics, technology, career skills, and collaboration.



### ◀ End-of-Chapter

Concepts are translated into action, as you try out your skills in activities designed to mirror "real-world" experiences.





# Contemporary Content for the Technology-Driven Student

Videoconferencing, résumé scanning, IP telephony (VoIP), e-mail strategies, Web researching, and blogging... they're all covered here.

## Essentials of Business

**Communication** explores how technology has changed the world of work. Discussions of these technologies are integrated into relevant chapters and become part of end-of-chapter activities so you can hit the ground running when you enter today's digital workplace. Technology discussions encompass the latest information on:

- ▶ Voice, Web, and videoconferencing
- ▶ Electronic presentations
- ▶ Instant messaging and other wireless technologies
- ▶ E-mail techniques, etiquette, risks, and tips
- ▶ Electronic networking, job boards, and job-searching advice

FIGURE 1.2

## Communication Technologies

### Reshaping the World of Work

Today's workplace is changing dramatically as a result of innovative software, superfast wireless networks, and numerous technologies that allow workers to share information, work from remote locations, and be more efficient and productive in or away from the office. We're seeing a gradual progression from basic capabilities, such as e-mail and calendaring, to deeper functionality, such as remote database access and worldwide videoconferencing. Becoming familiar with modern workplace and collaboration technologies can help you be successful in today's digital workplace.



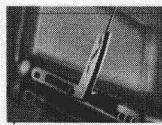
#### IP Telephony: VoIP

Savvy businesses are switching from traditional phone service to Voice over Internet Protocol (VoIP). This technology allows callers to make telephone calls using a broadband Internet connection, thus eliminating long-distance and local telephone charges.



#### Electronic Presentations

Business presenters load a slide presentation onto a laptop PC or PDA for handy electronic presentations in rooms equipped with projectors. Sophisticated presentations may include animations, sound effects, digital photos, video clips, or even hyperlinks to Internet sites.



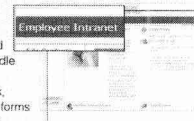
#### Wireless Networks and Wi-Fi

No longer are computers and workers chained to their desks. Wireless networks use radio waves to send signals and connect to the Internet. Combined with high-speed broadband connections, these networks have fueled the increasing use of laptop computers and portable devices.

Public Wi-Fi (Wireless Fidelity) "hot spots" provide free connections that further expand the range of laptops, PDAs (personal digital assistants), and handheld devices such as the BlackBerry and the Treo. Wireless networks enable business communicators to work anywhere, anytime, and still remain connected to office e-mail, company files, and programs such as Word and Excel.

#### Company Intranets

To share insider information, many companies provide their own protected Web site called an intranet. It may handle company e-mail, announcements, an employee directory, a policy handbook, frequently asked questions, personnel forms and data, employee discussion forums, shared documents, and other employee information.



#### Voice Recognition

Computers equipped with voice recognition software enable users to dictate up to 160 words a minute with accurate transcription. Voice recognition is particularly helpful to disabled workers and to professionals with heavy dictation loads, such as physicians and attorneys. Users can create documents, enter data, compose and send e-mails, browse the Web, and control the desktop—all by voice.

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COMMUNICATION TECHNOLOGIES • COMMUNICATION TECHNOLOGIES • COMMUNICATION TECHNOLOGIES

See this two-page figure in Chapter 1.

*"Guffey seems to have her hands on the pulse of not only what is currently needed by students and instructors, but is looking toward what might be needed in the future. I think this is what has always made her textbooks seem more current than some of the other texts out there."*

**Sheryl E. C. Joshua,**  
University of North Carolina, Greensboro





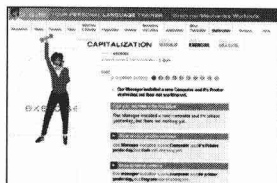
# Technology Tools That Inform, Educate, and Entertain

The book is just the beginning. Make the grade and improve your tech knowledge with Guffey's online resources and technology support.

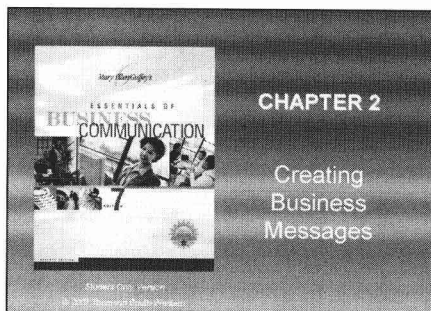
## Guffey Xtra!

Guffey Xtra! is an online study assistant that includes the following features:

- ▶ *Your Personal Language Trainer* is a cutting-edge self-teaching online tool that enables you to review an entire business English course, including grammar, punctuation, capitalization, and number style. Instead of using valuable class time to teach grammar, instructors can rely on Dr. Guffey to act as a personal trainer in helping students pump up their language muscles. *Your*



*Personal Language Trainer* provides hundreds of sentence reinforcement exercises with immediate feedback and explanations for the best comprehension and retention.



- ▶ Student version PowerPoint slides
- ▶ Bonus chapters
- ▶ Speak Right! and Spell Right! practice activities
- ▶ Sentence Competency exercises
- ▶ Grammar/Mechanics Challenge exercises
- ▶ Advanced Grammar/Mechanics Challenge exercises
- ▶ Business Report topics

## Companion Web Site

<http://guffey.swlearning.com>

- ▶ **Chapter Review Quizzes** reinforce chapter concepts, testing your knowledge and preparing you for exams.
- ▶ **Flash Cards and Key Terms** build vocabulary skills while reviewing text material.
- ▶ **Business Etiquette Guide** teaches basic business etiquette and workplace manners.
- ▶ **Listening Quiz** pinpoints listening strengths and weaknesses in interactive exercises.
- ▶ **APA and MLA Citation Formats** help you correctly cite business references.
- ▶ **Writing Help** links to the best college and university online writing labs.

## InfoTrac® College Edition

With InfoTrac College Edition, you can receive complete, 24-hour-a-day access to over 18 million full-text articles from thousands of journals, popular periodicals, and newspapers such as *Newsweek*, *Time*, *The New York Times*, and *USA Today*.

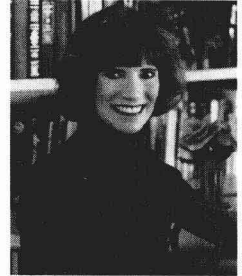
**Note:** Access to *Guffey Xtra!* and *InfoTrac® College Edition* may come packaged with your new text if your instructor has ordered it. If not, you may purchase these online resources through 1Pass access at <http://www.thomsonedu.com>.

*"This book is great! It will be going to work with me as a reference book. The interactive quizzes are wonderful. What a great way to review for tests! My instructor recommended your site, and I'm very glad she did."*

**Deanna Jokinen, student,  
Dakota County Technical College**

# About the Author

A dedicated professional, Mary Ellen Guffey has taught business communication and business English topics for over thirty years. She received a bachelor's degree, *summa cum laude*, from Bowling Green State University; a master's degree from the University of Illinois, and a doctorate in business and economic education from the University of California, Los Angeles (UCLA). She has taught at the University of Illinois, Santa Monica College, and Los Angeles Pierce College.



Now recognized as the world's leading business communication author, Dr. Guffey corresponds with instructors around the globe who are using her books. She is the author of the award-winning *Business Communication: Process and Product*, the leading business communication textbook in this country and abroad. She has also written *Business English*, which serves more students than any other book in its field; *Essentials of College English*, (with Carolyn M. Seefer), and *Essentials of Business Communication*, the leading text/workbook in its market. *Essentials of Business Communication* recently received an award of excellence from the Text and Academic Authors Association. The Canadian editions of her books are bestsellers in that country; one was named Book of the Year by Nelson Canada.

Dr. Guffey is active professionally, serving on the review board of the *Business Communication Quarterly* of the Association for Business Communication, participating in all national meetings, and sponsoring business communication awards.

A teacher's teacher and leader in the field, Dr. Guffey acts as a partner and mentor to hundreds of business communication instructors nationally and internationally. Her workshops, seminars, teleconferences, newsletters, articles, teaching materials, and Web sites help novice and veteran business communication instructors achieve effective results in their courses. She maintains comprehensive Web sites for students and instructors. Her print and online newsletters are used by thousands of instructors in this country and around the world.

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