

第十四版

Fourteenth Edition

商务沟通

Business Communication

Carol M. Lehman Debbie D. DuFrene

高等院校双语
教学适用教材
工商管理

〔美〕

卡罗尔·M. 莱曼
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Tel: 010 - 82862095/96/97 Fax: 010 - 82862089

E-mail: tlsg.infochina@thomson.com

出版者的话

当前,在教育部的大力倡导下,财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验,同时也发现了教学过程中存在的一些问题,尤其对教材提出了更高的要求;一些尚未进入这一领域的院校,也在不断探索适于自身的教学方式和方法以及适用的教材,以期时机成熟时加入双语教学的行列。总之,对各类院校而言,能否找到“适用”的教材都成为双语教学成功与否的关键因素之一。

然而,国外原版教材为国外教学量身定做的一些特点,如普遍篇幅较大、侧重于描述性讲解、辅助材料(如习题、案例、延伸阅读材料等)繁杂,尤其是许多内容针对性太强,与所在国的法律结构和经济、文化背景结合过于紧密等,却显然不适于国内教学采用,并成为制约国内双语教学开展的重要原因。因此,对国外原版教材进行本土化的精简改编,使之变成更加“适用”的双语教材,已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社,秉承自己一贯服务于财经教学的宗旨,总结自身多年的出版经验,同培生教育出版集团和汤姆森学习出版集团等国外著名出版公司通力合作,在国内再次领先推出了会计、工商管理、经济学等专业的“高等院校双语教学适用教材”。这套丛书的出版经过了长时间的酝酿和筛选,编选人员本着“品质优先、首推名作”的选题原则,既考虑了目前我国财经教育的现状,也考虑了我国财经高等教育所具有的学科特点和需求指向,在教材的遴选、改编和出版上突出了以下一些特点:

- 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本,其中有些教材的以前版本已在国内部分高校中进行了试用,获得了一致的好评。

- 改编后的教材在保持英文原版教材特色的基础上,力求内容精要,逻辑严密,适合中国的双语教学。选择的改编人员既熟悉原版教材内容,又具有本书或本门课程双语教学的经验。

- 改编后的教材配有丰富的辅助教学支持资源,教师可在网上免费获取。

- 改编后的教材篇幅合理,符合国内教学的课时要求,价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导,在此深表谢意,也期待广大读者提出宝贵的意见和建议。

尽管我们在改编的过程中已加以注意,但由于各教材的作者所处的政治、经济和文化背景不同,书中的内容仍可能有不妥之处,望读者在阅读中注意比较和甄别。

东北财经大学出版社

导读

本书《商务沟通》(第十四版)一书以一种创新的方式建立了一个令人信赖的标准,它向学生提供了进入职业生涯所必需的沟通知识和学习经验。本书融合了商务沟通领域的传统理论和前沿课题,并以活泼轻松的方式向学生阐述这些主题。

本书特色

目前的热门话题贯穿于全书。除了商务沟通的战略因素模型这一独特的标准之外,本书把法律和伦理、多样性、团队、技术这些当今商务沟通的主要影响因素自然地融入到沟通的各个环节和各种形式中加以阐述。

本书将最新的内容以崭新的形式奉献给读者。新的内容借助于简单、好用的学习工具得到了完美的阐述。新颖而又实用的栏目设置向学生们演示了如何运用新的沟通技术。

本书提供的对于最新的理论基础以及重要问题的思考训练,有助于培养学生用简洁、正确的方法处理一些复杂沟通问题的能力。

每一章的最后都配有独特的训练。除了用于讨论或强化本章知识点的复习活动和需要多一些时间来思考的实际应用之外,还有用于拓展学习的案例(网络案例、视频案例等)。

本书包含大量来自现实世界的生动翔实的案例,这些案例可以帮助学生通过真实公司的经验学习,掌握商务沟通领域的关键概念和沟通技巧。


本书涵盖的内容包括:沟通的基本原理,沟通分析,语音、电子和书面沟通,报告和商务讲演以及就业所涉及的沟通技能。

本书介绍了各种各样的沟通渠道,如电话、语音信箱、电子邮件、即时信息、电子公告板、手机,以及无线技术。这些介绍有助于学生将来全方位地使用会话、书写、电子方式进行专业的商务沟通。

此外,本书还配有学习光盘,光盘附有大量的视频案例、电子课堂、专业资源等,它强有力地支持并扩展了教材内容。而本书的附录部分(介绍文件格式、注册规则、语言复习与练习、分级符号和校对标示等方面的内容)也收录在学习光盘中,这将极大地方便教师的教学和丰富学生的学习。



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