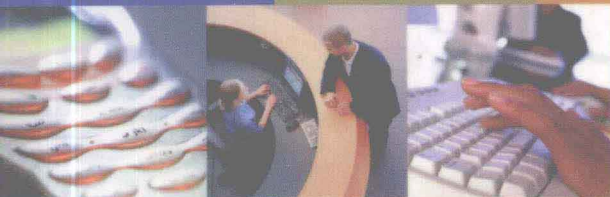


第7版 · 双语教学版

商务沟通精要

【美】玛丽·埃伦·古费 著 唐 健 等译 窦卫霖 审校

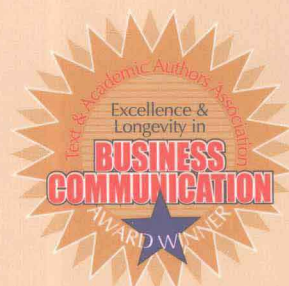


Essentials of

Business Communication

Seventh Edition

Mary Ellen Guffey



 人民邮电出版社
POSTS & TELECOM PRESS

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第7版

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Mary Ellen Guffey

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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 fit 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: review for name if 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.

Please return your response to me by 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,

Enclosure

Enclosure questions in italicized font

Over markedly with thanks and sad date

Don't directly use with background explanation

Good statement reinforcing the

INTERACTIVE LEARNING @ [HTTP://GUFFEYXTRA.SWLEARNING.COM](http://guffeyxtra.swlearning.com)

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. Quirley YOUR PERSONAL LANGUAGE TRAINER Grammar/Mechanics Workouts

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

CAPITALIZATION WARMUP EXERCISE MEASURE

EXERCISE

Introduction | Description | Quiz

Quiz

go 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 next problem sentence

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

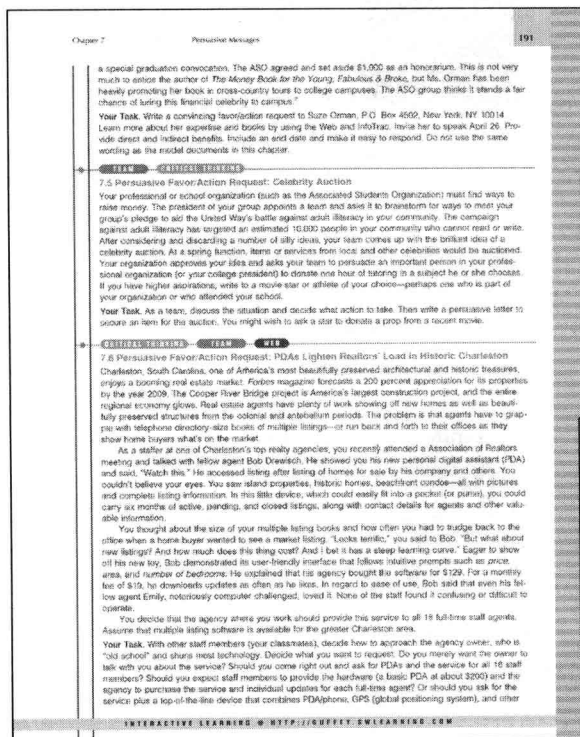
Show corrected sentence

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

...with Time-tested Learning Tools

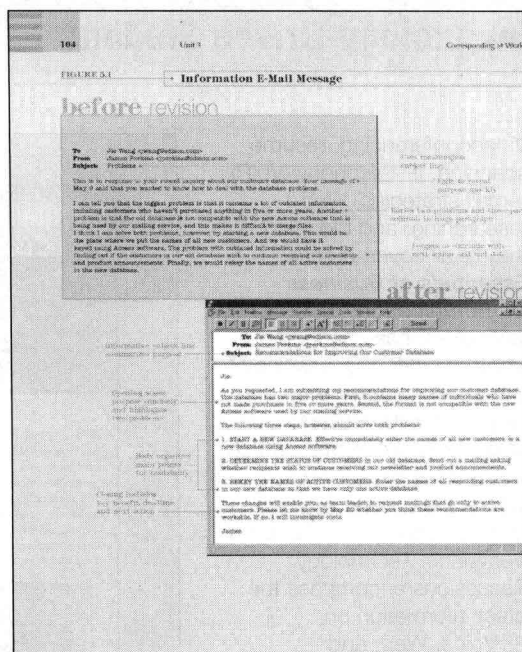
► Model Documents

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.



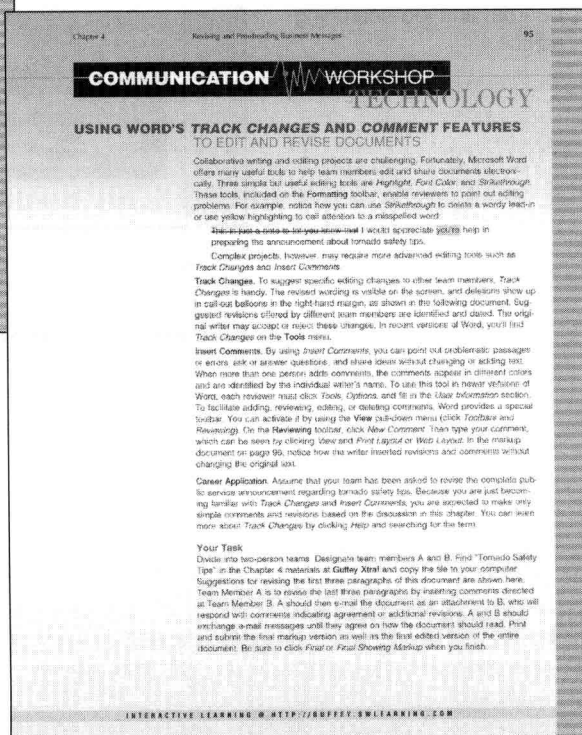
► Communication Workshops

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.



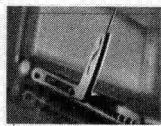
IP Telephony: VoIP

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, personal 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.



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

Real Advice for Succeeding in the Job Market

You will use these skills in the real world. **Essentials of Business Communication** offers practical advice and models that you can understand and adapt to your needs. More emphasis is placed on job-search technology and résumé preparation, including a discussion of online job boards and the reality that few candidates actually find jobs online.

Inside you'll find:

- ▶ **Résumés in three forms:** traditional print-based résumés, scannable résumés, and embedded résumés for today's technologies.
- ▶ **New "Summary of Qualifications" for a résumé** immediately reveals a candidate's fit for a position.
- ▶ **E-portfolios and digitized materials** provide a snapshot of a candidate's performance, talents, and accomplishments.
- ▶ **Social online networking with specific Web sites** to visit to aid in networking and the job search.
- ▶ **Updated section about hiring and placement interviews** with discussion of group interviews and panel, sequential, and stress interviews.

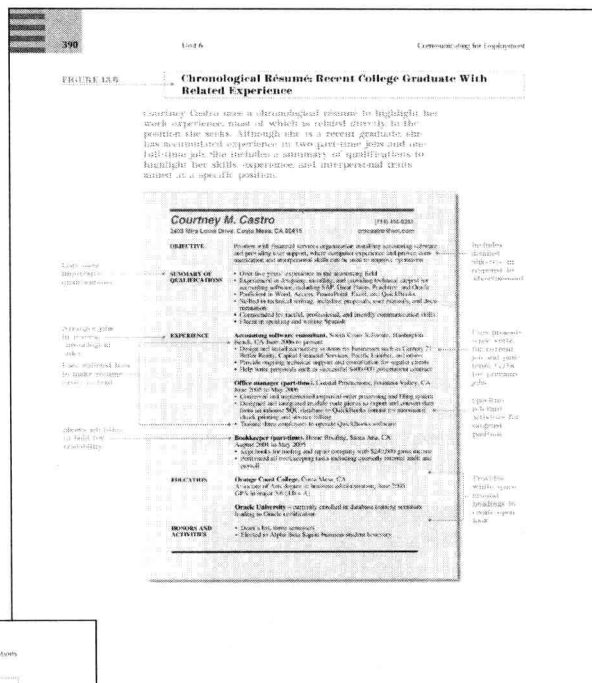


FIGURE 13.3 Projecting Professionalism When You Communicate

	Unprofessional	Professional
Speech habits	Speaking in uptalk, a rising speech pattern that has a rising inflection making sentences sound like questions. Using like to fill in needless chatter, answering go for add, relying on along, or letting profanity slip into your conversation.	Recognizing that your credibility can be seriously damaged by assuming uneducated, crude, or like a teenager.
E-mail	Writing messages with incomplete sentences, misspelled words, exclamation points, IM slang, and needless chatter. Sending a somewhat message that you don't care, don't know, or aren't smart enough to know what is correct.	Employers like to see subjects, verbs, and punctuation marks. They don't recognize IM abbreviations. Call it crazy, but they value conciseness and correct spelling, even in brief e-mail messages.
Internet	Using an e-mail address such as ashbabe@hotmail.com, superhugobaby@yahoo.com, or tuffleguy@aol.com.	An e-mail address that is your name or a relevant, positive, businesslike expression. It should not sound like or like a chat room nickname.
Answering machine/voice mail	An outgoing message with slurred, background music, heard sounds, or a joke message.	An outgoing message that states your name or phone number and provides instructions for leaving a message.
Telephone	Swag, power, thunderous music, or a TV talk-show game playing loudly in the background when you answer the phone.	A quiet background when you answer the telephone, especially if you are expecting a prospective employer's call.
Cell phone	Taking or phoning cell phone calls during business meetings or during conversations with fellow employees. Relying your voice (cell yet) or engaging in cell calls when others must reluctantly overhear.	Never letting a cell phone interrupt business meetings. Using your cell only when conversations can be private.

Guffey demonstrates how significant professionalism is to overall business communication endeavors. Coverage of professional workplace behavior has been enhanced in this edition with cues on how to act in business social situations. In this edition:

- ▶ **Etiquette tips for leaders and participants** to help them act appropriately and professionally in meetings.
- ▶ **Telephone etiquette tips** including how to handle calls professionally, courteously, and effectively.
- ▶ **Enhanced coverage of the importance of professionalism** when giving oral presentations, with added information about dressing professionally.
- ▶ **A section on creating professional visual aids** that add value to a presentation so that you will learn how to highlight main ideas, ensure visibility, enhance comprehension, and exemplify professionalism when designing and using visual aids.

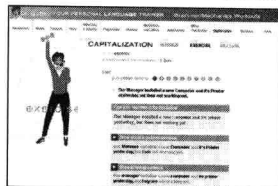
Technology Tools That Inform, Educate, and Entertain

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

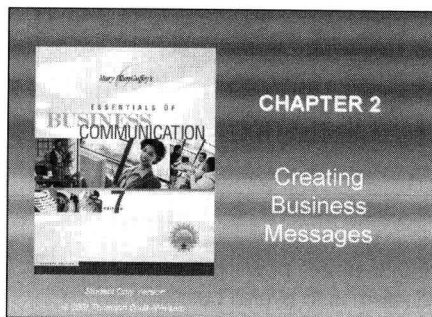
Guffey Xtra!

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.



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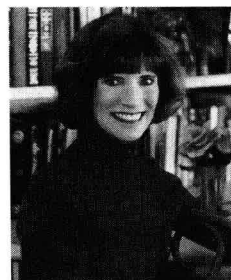
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"This book is great! It will be going to work with me as a reference book. The interactive quizzes are wonderful. What a great way to review for tests! My instructor recommended your site, and I'm very glad she did."

**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.

Brief Contents

UNIT 1

LAYING COMMUNICATION FOUNDATIONS	1
1 Building Your Career Success With Communication Skills	2

第一篇

奠定沟通基础

1 运用沟通技巧 构建成功事业

UNIT 2

THE WRITING PROCESS	31
2 Creating Business Messages	32
3 Improving Writing Techniques	56
4 Revising and Proofreading Business Messages	80

第二篇

写作过程

2 商务信函写作
3 提高写作技巧
4 修改和校对商务信函

UNIT 3

CORRESPONDING AT WORK	97
5 E-Mail and Memorandums	98
6 Direct Letters and Goodwill Messages	134
7 Persuasive Messages	172
8 Negative Messages	201

第三篇

工作中的信函来往

5 电子邮件和备忘录
6 采用直接策略的信函和表示友好的信函
7 劝说性信函
8 传达消极信息的信函

UNIT 4

REPORTING WORKPLACE DATA	237
9 Informal Reports	238
10 Proposals and Formal Reports	267

第四篇

报告工作数据

9 非正式报告
10 建议书和正式报告

UNIT 5

DEVELOPING SPEAKING AND TECHNOLOGY SKILLS	315
11 Communicating in Person, in Meetings, by Telephone, and Digitally	316
12 Making Effective and Professional Oral Presentations	344

第五篇

演讲和科技应用技能

11 面对面、会议、电话和数字化沟通
12 有效而专业的演讲和展示

UNIT 6

COMMUNICATING FOR EMPLOYMENT	375
13 The Job Search, Résumés, and Cover Letters	376
14 Employment Interviewing and Follow-Up Messages	419

第六篇

求职沟通

13 求职、简历和求职信
14 招聘面试和后续信函

Contents

UNIT 1

LAYING COMMUNICATION FOUNDATIONS 1

1 Building Your Career Success With Communication Skills	2
The Importance of Communication Skills to Your Career	2
Examining the Communication Process	8
Developing Better Listening Skills	9
Improving Your Nonverbal Communication Skills	12
Understanding How Culture Affects Communication	15
Capitalizing on Workforce Diversity	18
Summing Up and Looking Forward	21

UNIT 2

THE WRITING PROCESS

2 Creating Business Messages	31
The Basics of Business Writing	32
The Writing Process for Business Messages and Oral Presentations	32
Analyzing the Purpose and the Audience	33
Anticipating the Audience	35
Adapting to the Task and Audience	37
Technology Improves Your Business Writing	38
Summing Up and Looking Forward	46
3 Improving Writing Techniques	47
Researching to Collect Needed Information	56
Organizing to Show Relationships	56
Writing Effective Sentences	58
Improving Writing Techniques	61
Striving for Paragraph Coherence	63
Composing the First Draft	68

第一篇

奠定沟通基础

1 运用沟通技巧 构建成功事业

沟通技能对你的事业的重要性
检查沟通过程
提升倾听技能
提高非语言沟通的技能
了解文化对沟通的影响
利用工作团队的多样性
总结与前瞻

第二篇

写作过程

2 商务信函写作

商务写作的基础
商务信函和口头报告的写作过程
分析写作目的和对象
预测读者
根据任务和读者进行调整
利用科技帮助你写作
总结与前瞻

3 提高写作技巧

通过调研获取信息
按逻辑组织信息
写出有效的句子
提高写作技巧
努力使段义连贯
撰写初稿

Summing Up and Looking Forward	70	总结与前瞻
4 Revising and Proofreading Business Messages	80	4 修改和校对商务信函
Understanding the Process of Revision	80	了解修改的过程
Concise Wording	81	简练用词
Understanding the Process of Proofreading	87	了解校对的过程
Summing Up and Looking Forward	89	总结与前瞻
UNIT 3		第三篇
CORRESPONDING AT WORK	97	工作中的信函来往
5 E-Mail and Memorandums	98	5 电子邮件和备忘录
Applying the Writing Process to Produce Effective		
E-Mail Messages and Memos	98	利用写作步骤, 写出有效的电子邮件和备忘录
Analyzing the Structure and Format of E-Mail		
Messages and Memos	101	分析电子邮件和备忘录的结构与格式
Using E-Mail Smartly and Safely	107	安全巧妙地使用电子邮件
Writing Information and Procedure E-Mail		
Messages and Memos	112	传递信息和流程的电子邮件和备忘录
Writing Request and Reply E-Mail Messages and Memos	114	撰写提出要求和回复要求的电子邮件和备忘录
Summing Up and Looking Forward	116	总结与前瞻
6 Direct Letters and Goodwill Messages	134	6 采用直接策略的信函和表示友好的信函
Writing Effective Direct Business Letters	134	如何写采用直接策略的商务信函
Direct Requests for Information and Action	135	直接要求提供信息并采取行动
Direct Claims	137	理赔信
Replies to Information Requests	140	回复要求提供信息的信函
Adjustment Letters	141	同意赔偿的回复信
Letters of Recommendation	146	推荐信
Writing Winning Goodwill Messages	149	写表示友好的信函
Summing Up and Looking Forward	152	总结与前瞻
7 Persuasive Messages	172	7 劝说性信函
Persuasive Requests	172	具有说服力的要求
Crafting Winning Sales Letters	179	成功的推销信
Summing Up and Looking Forward	184	总结与前瞻
8 Negative Messages	201	8 传达消极信息的信函
Strategies for Delivering Bad News	201	传达坏消息的策略

Techniques for Delivering Bad News Sensitively	205	谨慎地传达坏消息的技巧
Refusing Routine Requests and Claims	210	拒绝日常要求和索赔
Breaking Bad News to Customers	213	向客户宣布坏消息
Breaking Bad News to Employees	217	向员工宣布坏消息
Ethics and the Indirect Strategy	218	道德和间接策略
Summing Up and Looking Forward	220	总结与前瞻

UNIT 4

REPORTING WORKPLACE DATA

237

第四篇

报告工作数据

9 Informal Reports

238

9 非正式报告

Understanding Report Basics	239	了解报告
Guidelines for Developing Informal Reports	243	写非正式报告的指导原则
Six Kinds of Informal Reports	248	六种非正式报告
Information Reports	249	信息报告
Progress Reports	249	进度报告
Justification/Recommendation Reports	251	解释 / 建议报告
Feasibility Reports	253	可行性报告
Minutes of Meetings	254	会议记录
Summaries	255	摘要
Summing Up and Looking Forward	257	总结与前瞻

10 Proposals and Formal Reports

267

10 建议书和正式报告

Understanding Business Proposals	267	了解商务建议书
Informal Proposals	268	非正式建议书
Formal Proposals	272	正式建议书
Preparing to Write Formal Reports	272	准备写正式报告
Researching Secondary Data	273	研究二手数据
Generating Primary Data	276	生成一手数据
Documenting Data	278	注明数据来源
Organizing and Outlining Data	280	组织数据并列出大纲
Illustrating Data	283	表现数据
Presenting the Final Report	290	呈现最终报告
Summing Up and Looking Forward	302	总结与前瞻

UNIT 5**DEVELOPING SPEAKING AND
TECHNOLOGY SKILLS**

315

第五篇**演讲和科技应用技能****11 Communicating in Person, in Meetings,**

by Telephone, and Digitally

316

11 面对面、会议、电话和数字化沟通

Improving Face-to-Face Workplace Communication

317

提升职场中面对面沟通的效果

Planning and Participating in Productive Business

and Professional Meetings

322

策划和参与有价值的商务和专业会议

Improving Telephone, Cell Phone, and Voice Mail Skills

328

改善使用固定电话、手机和语音信箱的技巧

Other Digital Communication Tools in the Workplace

333

其他职场数字通信工具

Summing Up and Looking Forward

335

总结与前瞻

12 Making Effective and Professional Oral Presentations

344

12 有效而专业的演讲和展示

Getting Ready for an Oral Presentation

345

准备演讲

Organizing Content for a Powerful Impact

347

组织内容以增强效果

How the Best Speakers Build Audience Rapport

351

好的演讲者如何拉近与听众的距离

Planning Visual Aids

353

规划视觉辅助工具的使用

Designing an Impressive Multimedia Presentation

355

设计令人印象深刻的多媒体演讲

Polishing Your Delivery and Following Up

361

提升你的表达和后续环节的表现

Adapting to International and Cross-Cultural Audiences

365

适应国际和跨文化的听众

Summing Up and Looking Forward

366

总结与前瞻

UNIT 6**COMMUNICATING FOR EMPLOYMENT**

375

第六篇**求职沟通****13 The Job Search, Résumés, and Cover Letters**

376

13 求职、简历和求职信

Preparing for Employment

376

为求职作准备

The Persuasive Résumé

383

有说服力的简历

Optimizing Your Résumé for Today's Technologies

396

使简历更适合今天的科技

Applying the Final Touches to Your Résumé

400

对简历作最后修改

The Persuasive Cover Letter

403

有说服力的求职信

Summing Up and Looking Forward

409

总结与前瞻

14 Employment Interviewing and Follow-Up Messages

419

14 招聘面试和后续信函

Types of Employment Interviews

420

招聘面试的种类

Before the Interview

422

面试前的准备

On the Day of Your Interview

425

面试当天

During the Interview

427

面试中

Closing the Interview	435	结束面试
After the Interview	436	面试之后
Other Employment Letters and Documents	439	其他求职材料
Summing Up and Looking Forward	442	总结与前瞻
Appendix A Reference Guide to Document Formats	A-1	
Appendix B InSite Correction Symbols and Proofreading Marks	A-13	
Appendix C Documentation Formats	A-16	
Grammar/Mechanics Handbook	GM-1	
Key to Grammar/Mechanics Checkups	K-1	
Endnotes	N-1	
Index	I-1	



奠定沟通基础

Building Your Career Success With Communication Skills