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商务英语写作系列丛书

Successful Writing  
at Work Ninth Edition

# 成功商务英语 写作 (第9版)

Philip C. Kolin

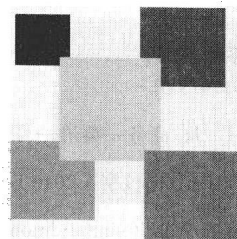


北京大学出版社  
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NINTH EDITION

# Successful Writing at Work



成功商务英语写作 (下)

(第9版)

**Philip C. Kolin**

*University of Southern Mississippi*



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Philip C. Kolin

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# 总 序

北京大学出版社继《英语写作原版引印系列丛书》之后，2010年，又专题引进商务英语写作原版系列教材。这套教材体系完整，应用性强，商务内容丰富，十分贴近英语教学改革的需要和广大学生提升未来就业能力的需求，填补了我国商务英语写作领域内没有高质量商务英语写作教材的空白，并得到15所商务英语专业院校教学协作组和中国英语写作教学专业委员会相关专家的联合推荐。

随着我国对外开放的不断深入，高水平的商务英语写作人才一将难求，能用地道规范的英文起草法律合同、撰写咨询报告的专业写作人才更是凤毛麟角，部分国际咨询机构提供的一份英文公司咨询报告价格高达百万美元，如此激烈的竞争值得我们认真反思现有的写作教学。即将出台的高等学校商务英语专业本科教学要求（试行）明确指出，商务英语写作是学生的核心能力，商务英语专业应加大毕业设计的比重，鼓励学生采用商务报告（如市场调研报告、商业计划书、营销方案等）多种形式。而全面提升商务英语写作能力，按照过去传统的写作教学模式，已无法适应，必须要有新的改革思路，要改变“费时低效”的困境，就必须做到以下几个转变：（1）从重写作技能转向技能与内容并重；（2）从传统写作教学转向机辅写作教学模式；（3）从开设单一写作课转向开设写作课程群；（4）从大班课堂写作教学转向个性化写作教学中心。通过对美国普林斯顿大学、英国华威大学等世界名校的考察，我们建议，可分阶段分层次为不同水平的学生开设商务英语写作课程群（Writing Portfolio），具体可包括：基础英语写作、国际贸易写作、国际营销写作、金融英语写作、法律英语写作、学术英语写作、财经新闻写作、商务函电写作、商务报告写作、职业应用文写作等，全面提升学生的写作能力。

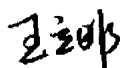
本套系列教材在国外畅销经久不衰，多次再版或重印，此次由北京大学出版社首批引进出版10本：《商务沟通：以读者为中心的方法》（上、下册）、《商务沟通与写作》（上、下册）、《最新商务报告写作》（上、下册）、《职场英语写作》（上、下册）、《成功商务英语写作》（上、下册），由对外经济贸易大学商务英语写作教学团队的教师魏明博士、冯海颖博士、杨颖莉博士、李玉霞博士、尹珏林博士分别撰写导读。

本套丛书既是职场英语写作的优质教材，又是商务写作的经典教材，教材深入浅出，语言简明，可帮助学生理解、记忆和应对多种国际商务场合下的写作需求。通过本丛书的学习和训练，学生可提高写作水平，为踏入职场做好准备。本套丛书可用作全国大专院校的商务英语学生和教师的写作课教材和参考书，还可供经管类学生学习商务英语写作之用，同时也可供爱好商务英语写作的广大社会读者和各类公司企业人员提高英语写作使用。

中国英语写作教学专业委员会主任

对外经济贸易大学英语学院院长

教授、博士生导师



2010年国庆节于北京

# 导 读

## 一、本书的特色

### 1. 作者简介

菲利普·C. 柯林 (Philip C. Kolin) 博士毕业于美国西北大学, 现任南密西西比大学英语系教授, 同时还是获南密西西比大学人文学科杰出教授殊荣的第一人。在柯林教授近 30 年的执教生涯中, 他主讲过写作、商务和技术写作、文学、戏剧学等课程。柯林教授担任两本重要学术期刊的编辑, 同时还是 *Studies in American Drama* 《美国戏剧研究》(1945 年至今) 的创始合编人之一。柯林教授公开出版、发表了近 30 本著作和 200 篇学术文章, 涉及领域十分广泛, 包括写作、戏剧、语言学和民俗学。柯林教授曾在职业写作领域出版专著和发表论文, 并组织技术写作专题工作坊。他撰写的《成功商务英语写作》是当代美国最权威、最受欢迎的实用和专业写作教材之一。

### 2. 本书特色

《成功商务英语写作》因其内容多样性和全面性广受学生、商务人士和公司白领欢迎, 自问世起已再版八次。作者带领读者一步一步学习不同工作场合中的写作任务, 提供了准备文档、网页、演示等的详细指南。书中各章配以各种各样实用且修辞丰富的例子, 均取自最新的商业情境和日常工作场所, 并辅之以详细的注释和逼真的视觉设计, 有效展示了不同类型商业文档的功能、范围、格式和组织。

本书第九版保留和发扬了过去版本中的特色: 第一, 读者分析, 将读者需求放在重要位置; 第二, 把职场写作活动视为解决问题的过程, 即成功的商务写作意味着员工满足世界各地雇主、同事、客户和零售商需求的过程; 第三, 涵盖了有利于商务写作的最新技术手段, 包括互联网、电子邮件、即时通讯工具、博客、维基、文档跟踪系统、网络视频会议工具、智能手机等; 第四, 强调写作和行事遵守职场伦理道德的必要性, 例如写作中应避免带有性别歧视和偏见的言语等; 第五, 面向全球读者市场, 本书讲授的写作技能不仅适用于母语为英语的写作者, 而且考虑了非英语国家读者, 自始至终贯穿全球读者的需求和预期。

### 3. 使用对象与方法

本书既适合尚在象牙塔里学习英语的学生, 亦可助已迈入职场的商界人士一臂之力。对于前者而言, 教师可以选择本书作为中高级商务英语写作课程的教材, 时间可安排完整的 16 周学期, 亦可自行设计为 6 周、8 周或 10 周的短期商务写作课程。对于后者而言, 本书简明易懂, 贴近实际, 并辅之以丰富的实际应用例子, 既可作为商务英语写作培训课程参考书目, 也可供不同行业领域的商界人士和公司白领自学使用。

## 二、本书内容

本书共由 16 章组成, 分为 4 个部分。

### 第一部分 背景 (第 1—3 章)

本书第一部分解释了职场写作中的基本概念, 写作过程的基础要素, 以及职场中合作写作的重要性。



## 第一章 起步

首先介绍了写作是在全球市场竞争中至关重要的工作技能，由此为职场写作的重要性奠定了基础；然后界定并阐释了读者分析、写作目的、主旨、文体和语调；最后介绍了职场写作的特点，并着重强调员工作为写作者的伦理道德问题。

## 第二章 写作过程

介绍了调研、策划、起草、修改和编辑书面作品的整个过程，以及如何诊断职场写作中一些最常见的错误。该章传递的有效写作信息将贯穿本书各章节。

## 第三章 合作写作及会议要点

强调团队合作的重要性，为学生成为高产、易合作的写作高手提供了简单实用的准则。该章还探讨了合作写作时可能遇到的一些主要问题，并且提供了合作写作过程中利用软件高效完成编辑工作的实用建议。该章最后一节重点讲述了会议筹备、参加和记录的细节。

## 第二部分 信函（第4—7章）

第二部分重点讲解商务信函写作，包括从非正式文件、电子信函，到正式信件和工作申请材料的各种信函类型。

## 第四章 写作日常商务信函

提供了职场中电子信函写作方面的详实例子和指导方针，适用于电子邮件、即时通讯、内部博客和外部博客、公司备忘录和传真。

## 第五章 信函写作

介绍信函写作的基本要点，重点讲述为什么信函在因特网时代如此重要，如何选择恰当的信函形式，如何组织一封信，什么是清晰简明的文风，以及为什么必须永远把读者需求放在第一位。该章还专门用一节深入讲解了国际商务信函。

## 第六章 商务信函类型

讨论了各种商务信函写作涉及的修辞技巧，适用于咨询函、特殊要求函、推销函和客户关系函。该章还讲解了通过信函传递好消息或坏消息的组织策略，并附上恰当信函和不恰当信函的加注实例。

## 第七章 求职

一步一步引领学生经历从大学期间的职业规划，到找到合适工作的全过程，包括制作纸质版和电子版个人简历，写求职信，准备档案材料和面试。该章提供了内容丰富的示例文档，尤其是简历和求职信示例，适用于拥有不同年限工作经验的申请人。

## 第三部分 搜集和总结信息（第8—9章）

第三部分是本书第九版的关键部分，有助于帮助学生识别和运用做研究和撰写工作摘要的策略和手段。

## 第八章 工作中的研究和归档

集中探讨职场中做研究的“怎么样”和“为什么”，从整体了解研究过程到准备一份记录详尽的商业研究报告。书中将做研究的过程简化为三个部分：商业情境中的一手研究，关注商业的二手研究，以及遵循 MLA 和 APA 格式恰当记录引用来源以避免剽窃。章末提供的真实商业报告及其注释说明了如何搜寻、组织和分析信息，以帮助决策者解决工作场合中遇到的问题。

## 第九章 总结工作中的信息

讲述了如何撰写简明清晰的摘要，包括执行摘要和评价报告，以及新闻稿。该章中的扩展加注样例

尤其有用,从突出要点的原始文档,到撰写草稿再到最终形成有效的总结报告,逐步向学生展示了总结工作信息的过程。

#### 第四部分 准备文件及视图资料(第10—16章)

第四部分为学生提供了将本书第二、三部分所学技能应用于更复杂写作任务的实践机会。该部分首先讲解了文件和视图资料的设计,然后集中介绍了几种主要的商务写作和技术写作(说明书、提案、短篇报告和长篇报告),最后一部分专门讲述了演示技巧。

##### 第十章 设计清晰的视图

提供了设计、插入、撰写各类视图(表格、图表、示意图、地图、照片和剪贴画)的实用建议。该章特别有用的部分是,强调了使用视图的道德性和恰当性,对于国际读者而言尤其如此。

##### 第十一章 设计成功的文件及网站

强调文件设计的重要性,为学生们提供了使工作更具读者友好性和视觉吸引力的实用建议。该章还包含详尽的网站写作指南,并突出纸质印刷信息和网页信息的差别。

##### 第十二章 撰写说明书及章程

强调了说明书高效、安全、便捷、适应读者的重要性。讨论了计划、撰写、测试说明书的指导原则,并附上一套完整的加注说明书示例。该章最后一部分深入探讨了与标准说明书不同的另外一种商务文体——章程。

##### 第十三章 写作具有竞争力的提案

讲述如何撰写三种常见的提案:内部提案、销售提案和研究提案。每一类提案的讲解都附上了加注示例,以提供给学生有效的范文,增强其实践技能。

##### 第十四章 写作有效的短篇报告

首先陈述了所有短篇报告的共性原则,然后讨论了特定类型的短篇报告,包括定期报告、销售报告、进度报告、旅行报告、测试报告和事故报告。该章再次提醒学生应注意写作内容可能涉及的伦理问题,并展示了如何避免常见错误。

##### 第十五章 仔细写作长篇报告

引导学生将长篇报告视为本课程所学内容的综合运用。该章末将通过注解详尽的报告范文,剖析长篇报告的各个部分。

##### 第十六章 职场中的成功演示

讲解了如何使用电话、完成非正式简报,以及利用适当软件准备、组织、进行和评估一次正式的演示。

#### 三、推荐相关参考书

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对外经济贸易大学

尹珏林

# 译者序

本书是《成功商务英语写作》的第九版，作者是美国南密西西比大学教师菲立普·柯林（Philip C. Kolin）。这是一本写作教程，专门培训从事商业、技术、各种专业和职业人员的综合写作能力。这本教程有助于发展成功写作者所必备的各种关键的交际能力：能使学习者成为更好的写作者，同时还能让他们自己去学习如何拓展和设计工作中所需要的文件、图像、展示。

本教程新版如前几版一样将引导学习者遵循一定的原则，一步一步学习写出结构清晰、可读性强的文件，学会为不同的读者设计各种网站和各种展示。本书提供各种写作模式，并配有宽泛的、贴近现实的、从工作中选取的大量实际例子，展示各种文件的功能、范围、格式、组织结构。

新版具备多样性和综合性，包含的教材足够教授一个学期16周的课程，也适用于6周、7周或8周的短期课程。本教程不仅适用于课堂教学，也可供学习者作为写作参考书随身携带，不仅适合刚刚迈入工作岗位的初学者，也适合于有工作经验的人士或重新更换了职业的人士。

本书成为读者青睐读本的几个特点是：

（1）**分析读者。**再次强调分析读者的重要性，强调必须在每个写作的文件中体现“从你出发”的态度。“读者”在本书中是一个宽泛的概念，涵盖世界上所有的读者，既包括英语国家读者，也包括从事不同职业、属于不同机构和社会团体的非英语国家读者。本书介绍十几种读者工作中遇到的语篇类型，如备忘录、电子邮件、信函、个人简历、申请书、总结、图像、网站、说明书、提案、展示、长篇报告和短篇报告。

（2）**将写作视为解决问题的一种活动。**本书解决学习者与各种人士打交道过程中、在不同场合中所遇到的问题，特别提供解决这些问题的修辞和技术手段；教授学习者如何发展写计划、做研究、写草稿、修改和编辑各种文件所需要的评判技能。此外，还将通过深入探讨案例，说明如何寻找资料、拓展自己的修辞手段，以便解决商业世界中的各种问题。

（3）**应用最新工作岗位的技术。**本书提供广泛的、与时俱进的写作技术，从互联网、电子邮件、展示软件、快信到博客、微博、使用文件追踪系统、内部网、白板、网上对话工具和视频对话工具、快速电话等等。这些技术不仅融于全书，每一章的“技术注释框”还专门做针对性的指导。

（4）**做有道德的雇员。**本书强调写作者必须遵循写作道德。每一章都提供工作环境所需的道德指导原则和实际例子。特别注意在写作中避免使用带有性别歧视或偏见性的语言。使用的资料应真实、客观、准确。

（5）**为全球市场写作。**学习者将为全球各种读者写作，因而本书每一章特别考虑了国际上各种读者对信函、视频图像、说明书、展示及长篇报告和短篇报告的不同需求和期望。

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# P R E F A C E

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*Successful Writing at Work* is a comprehensive introductory text for business, technical, professional, and occupational writing courses. As readers of earlier editions of this text have learned, *Successful Writing at Work* can help students develop key communication skills essential for a successful career. Writing is a vital part of virtually every job today—and this real-world, practical textbook will guide students to become better writers while they also learn to develop and design effective workplace documents, visuals, and presentations.

*Successful Writing at Work* continues to take students step by step through each type of workplace writing by giving them detailed guidelines for preparing clear, well organized, and readable documents, websites, and presentations for a wide variety of readers. Moreover, because effective models are critical to learning new skills, students will—as in past editions—find a wide and up-to-date range of realistic and rhetorically diverse examples (all of them annotated and visually varied) demonstrating the function, scope, format, and organization of various types of documents. All of these models are focused directly on practical issues in the world of work and portray employees as successful writers.

This new ninth edition is as versatile as it is comprehensive. Full enough for a 16-week semester, it can also be easily adapted to a shorter 6-, 8-, or 10-week course. Furthermore, *Successful Writing at Work* is designed to go beyond classroom applications: It is a ready reference that students can easily carry with them as they begin or advance in the workplace. As students will quickly find, this edition—like earlier ones—is rich in practical applications. It can be as useful to readers with little or no job experience as to those with years of experience in one or several fields. This edition also takes into consideration the needs of students reentering the job market or changing careers.

## ■ Distinctive Features of *Successful Writing at Work*

The distinctive features that in the past have made *Successful Writing at Work* a user-friendly text in the contemporary workplace continue to be emphasized in the ninth edition. These features include those skills that are central to success in the world of work—analyzing audiences, approaching writing as a problem-solving activity, using the latest workplace technologies, being an ethical employee, and writing for the global marketplace.

- **Analyzing audiences.** The ninth edition once again stresses the importance of audience analysis and the writer's obligation to achieve the "you attitude" in every workplace document. Moreover, the concept of audience is extended

to include readers worldwide, as well as non-native speakers of English, whether as co-workers, employers, clients, or representatives of various agencies and organizations. Memos, e-mails, letters, résumés, application letters, summaries, visuals, websites, instructions, proposals, short reports, long reports, and presentations are introduced and illustrated with the intended audience(s) in mind.

- **Approaching writing as a problem-solving activity.** The ninth edition continues to emphasize workplace writing as a problem-solving activity in which employees meet the needs of their employers, co-workers, customers, clients, and vendors worldwide by getting to the bottom line. *Successful Writing at Work* presents multiple situations and problems that students will have to address, and it highlights the rhetorical and technical options available for solving these problems. It teaches students how to develop the critical skills necessary for planning, researching, drafting, revising, and editing a variety of documents from memos to reports. In addition, in-depth case studies throughout the book demonstrate how writers find resources and develop rhetorical strategies to solve problems in the business world.
- **Using the latest workplace technologies.** This ninth edition offers the most current and extensive coverage of communication technologies for writing successfully in the rapidly changing world of work—from the Internet, e-mail, presentation software, and instant messaging to the newest workplace technologies, including blogs, wikis, document tracking systems, intranets, whiteboards, web and video conferencing tools, and smartphones. You'll find coverage of these technologies not only integrated into each chapter, but also highlighted in the Tech Notes boxes in every chapter.
- **Being an ethical employee.** Companies expect their employees to behave and write ethically. Often, though, writers are faced with ethical dilemmas in the workplace. As in earlier editions, the ninth edition of *Successful Writing at Work* reinforces the importance of ethical workplace writing. Not only are ethics stressed in Chapter 1, but all chapters offer guidelines and examples on the need to write and act ethically in the world of work. Special attention to ethics can be found in the sections on editing to avoid sexism and biased language; writing e-mails, instant messages, and blogs; drafting diplomatic and respectful letters; preparing honest and realistic résumés; conducting accurate, objective, and documented research; using and constructing unaltered and unbiased visuals; preparing safe and effective instructions; and writing truthful proposals and reports.
- **Writing for the global marketplace.** In today's global workplace, effective employees must be consistently aware of and know how to write for a wide variety of readers, both in the United States and across the globe. Consequently, almost every chapter in this new edition includes increased coverage of writing for international readers and non-native speakers of English. The needs and expectations of these international audiences receive special attention starting with Chapter 1 and continuing throughout the chapters focusing on correspondence, visuals, instructions, short and long reports, and presentations.

## ■ New and Updated Material in the Ninth Edition

To meet the needs of employees in today's workplace, the ninth edition of *Successful Writing at Work* is one of the most extensively revised editions yet. It has been carefully streamlined and updated to make it the most contemporary tool possible for instructors and students alike. Throughout this edition you will find strengthened coverage, new topics, updated guidelines, and a wealth of new annotated examples of workplace documents, plus new Tech Notes, case studies, and exercises to make the presentation of workplace writing more relevant and current. Here is an overview of what has been added or updated to make *Successful Writing at Work*, Ninth Edition, a comprehensive and up-to-date text:

- **New chapter on research and documentation.** The ninth edition includes a new Chapter 8, "Doing Research and Documentation on the Job," focusing on the tools and strategies students need for workplace success. Beginning with a discussion of how research done in school differs from that in the workplace, the chapter gives students a thorough and realistic introduction to the types of problems they will need to research and solve in the world of work. Special attention is given to the methods and types of primary research most often used in the workplace (with new annotated examples), including observations, interviews, focus groups, and surveys. Secondary research is covered in even greater detail than in previous editions—again from a workplace perspective—with an emphasis on navigating different types of libraries (including Internet and corporate libraries); using general and business-specific periodical databases; consulting reference materials with demographic and government statistics; conducting business-oriented Internet searches; taking effective notes; and documenting sources properly according to the latest MLA and APA guidelines.
- **New real-world extended examples in the research chapter.** The most innovative features in Chapter 8 are its two new extended examples, both adapted from real-world sources: "The Ways Research Is Conducted at the B&L Stores," written by a retail executive with years of practical experience, is a behind-the-scenes look at how and why research is necessary for both day-to-day and long-range decision making. "A Marketing Plan for Sawmill Ridge," written by a collaborative real estate marketing team, is an actual business research report—fully annotated—that illustrates the range of research methods and materials covered earlier in the chapter and demonstrates how writers organize the results of their research for decision makers.
- **New and expanded coverage of workplace technologies.** In addition to new and revised Tech Notes in every chapter, business communication technologies are highlighted in many of the chapters: Chapter 3, "Collaborative Writing and Meetings at Work," now includes a new section on collaborative editing using e-mail, document tracking systems, and wikis. Chapter 4, "Writing Routine Business Correspondence," provides updated coverage on

writing and organizing e-mails, along with new sections on (and examples of) instant messages and internal and external business blogs. Chapter 7, “How to Get a Job,” features updated coverage of online résumés, along with new sections on developing and designing career portfolios. Chapter 8, “Doing Research and Documentation on the Job,” details the latest strategies for doing research with electronic and print sources and documenting a wide range of sources—print, electronic, personal, statistical—in the business world. Chapter 11, “Designing Successful Documents and Websites,” contains a new streamlined discussion of writing and designing texts for an online environment. Finally, Chapter 16, “Making Successful Presentations at Work,” helps students understand how to be better, more persuasive speakers using PowerPoint technology and includes a revised sample slide show.

- **New and Updated Tech Notes.** Thirteen new Tech Notes have been added to this edition, covering important technologies ranging from coordinating virtual meetings to finding gray literature and using RSS feeds, PDF files, and whiteboards. In addition, all other Tech Notes have been updated, making this edition a valuable introduction to the workplaces of the new millennium. See the inside back cover for a complete list of the Tech Notes, both new and revised, in this edition.
- **New and updated material on collaborative writing and meetings.** In addition to streamlined and updated guidelines for setting up, conducting, and avoiding conflicts in group settings, Chapter 3, “Collaborative Writing and Meetings at Work,” now includes a section on ten ways to be a team player, a discussion of collaborating electronically with new figures showing how documents are collaboratively edited using e-mail and document tracking systems, plus further guidelines on planning virtual and face-to-face meetings.
- **New and enhanced discussion of workplace correspondence.** Each of the three chapters on workplace correspondence contains new and updated material to help students become diplomatic and proficient writers. Chapter 4, “Writing Routine Business Correspondence,” features updated coverage of memos, e-mails, and faxes, along with new sections (with annotated figures) on writing instant messages and internal and external blogs. Chapter 5, “Writing Letters,” supplies updated guidelines for writing standard business letters, as well as enhanced coverage of international business correspondence. And Chapter 6, “Types of Business Letters,” gives students practical, updated guidelines on writing various types of letters, with enhanced attention to how a corporate culture promotes its identity.
- **New and expanded coverage of employment correspondence.** Already praised for its helpful coverage of the job search, Chapter 7, “How to Get a Job,” offers the most current advice on searching for and applying for a job. It includes a new section on helping students prepare for their careers while they are still in college; updated advice on searching for a job; streamlined discussions and numerous annotated examples of résumés and letters of application; cutting-edge coverage of online résumés; and new sections on dossiers and career portfolios, with an annotated sample webfolio. Reflecting

changes in how companies interview and hire job candidates, the chapter closes with new, highly practical advice on interview strategies.

- **New model internal proposal.** The new unsolicited internal proposal in Chapter 13, “Writing Winning Proposals,” underscores a theme in this new edition that technology and effective writing are inseparable in the world of work. It is written to persuade a company to purchase GPS tracking systems for its fleet of vehicles, a topic not only highly relevant in this era of escalating energy costs, but one that effectively shows how proposal writers use research and audience analysis.
- **New and stronger emphasis on greening the workplace.** This edition gives greater attention to the importance of protecting and preserving the environment, both in the workplace and at off-site locations. Chapter 1 includes a major example of how a power company and its employees safeguard the natural resources their customers need and then describes the ethical responsibilities companies and their employees have to respect the environment. Subsequent chapters include examples of how they can go about this. For instance, Chapter 3 offers drafts of a report on the importance of recycling, Chapter 8 includes a screen shot of the EPA website; and Chapter 14 shows a progress report from a contractor remodeling an office space to save energy as well as a test report on soil conservation.

## ■ Organization of *Successful Writing at Work*, Ninth Edition

The following overview of the organization of this new edition briefly outlines how this text can help both students and instructors.

### Overview of Part I: Backgrounds

Part I (Chapters 1–3) explains the foundational concepts of occupational writing, the basics of the writing process, and the importance of collaborative writing in the workplace.

Chapter 1, “Getting Started,” sets the stage for all occupational writing by introducing writing as an essential job skill vitally important in the global marketplace, then defines and illustrates the basic concepts of audience analysis, purpose, message, persuasion, style, and tone. The chapter then turns to the characteristics of job-related writing and concludes with a strong emphasis on being an ethical writer and employee.

Chapter 2, “The Writing Process at Work,” introduces students to the process of researching, planning, drafting, revising, and editing their written work and then shows them how to troubleshoot some of the most common writing errors found in job-related writing. The information on effective writing in this chapter is threaded throughout the ninth edition.

Chapter 3, “Collaborative Writing and Meetings at Work,” emphasizes the importance of teamwork, giving students valuable and easy-to-apply guidelines for



being productive, cooperative collaborative writers. This chapter also explores some of the major problems writers face when working together and gives helpful, realistic advice on how they can use software to become effective editors during the collaboration process. The final section of the chapter focuses on planning, attending, and recording meetings.

## **Overview of Part II: Correspondence**

Part II (Chapters 4–7) concentrates on how to write various types of business correspondence, from informal documents and electronic correspondence to formal letters and job application materials.

Chapter 4, “Writing Routine Business Correspondence,” offers abundant examples of and guidelines for writing workplace e-correspondence, including e-mails, IMs, and internal and external blogs, as well as memos and faxes.

Chapter 5, “Writing Letters,” introduces students to the basics of letter writing, concentrating on why letters remain important in the Internet age, how to select appropriate letter formats, how to organize a letter, what constitutes a clear and concise style, and why the audience’s needs must always be at the forefront. The chapter also includes an in-depth section on writing for international readers.

Chapter 6, “Types of Business Letters,” examines the rhetorical strategies for producing a variety of business letters, including inquiry, special request, sales, and several types of customer relations letters. The chapter also gives students organizational strategies for preparing good news or bad news letters, along with annotated examples of both appropriate and inappropriate letters.

Chapter 7, “How to Get a Job,” takes students step by step through the process of finding a job, from preparing for a career while they are still in college through looking in the right places for a job, creating both print and online résumés, writing application letters, preparing a dossier and webfolio, and interviewing. The chapter provides a wide variety of sample documents—particularly résumés and letters of application—from applicants with varying degrees of experience.

## **Overview of Part III: Gathering and Summarizing Information**

Part III (Chapters 8 and 9) occupies a key position in the ninth edition because it helps students identify and employ the strategies and tools to do careful research and write clear summaries and abstracts essential in the busy world of work.

Chapter 8, “Doing Research and Documentation on the Job,” focuses exclusively on the hows and whys of research in the workplace, from understanding the research process as a whole to preparing a fully documented business research report. The process of doing research is simplified by dividing it into three components: doing primary research in a business context, doing business-focused secondary research, and avoiding plagiarism by properly documenting a wide range of sources using MLA and APA styles. An annotated real-world business research report illustrates how writers find, organize, and analyze information to help decision makers solve workplace problems.

Chapter 9, “Summarizing Information at Work,” shows students how to write clear and succinct summaries, including executive and evaluative summaries, abstracts, and news releases. Particularly helpful in this chapter is an extended, annotated example showing students how to summarize—from an original document with important points underscored to a working draft summary to a final, effective summary.

## **Overview of Part IV: Preparing Documents and Visuals**

In Part IV (Chapters 10–16), students are given continued opportunities to apply the skills they learned in Parts II and III to ever more complex writing assignments. The section focuses first on visuals and document design, then on major business and technical writing documents (instructions, proposals, short reports, and long reports), and finally on presentations.

Chapter 10, “Designing Clear Visuals,” offers practical advice on designing, inserting, and writing about the numerous types of visuals (tables, graphs, charts, maps, photographs, clip art) students will use in the world of work. An especially helpful feature of this chapter is its emphasis on using visuals ethically and appropriately, especially for international audiences.

Chapter 11, “Designing Successful Documents and Websites,” stresses the significance of document design and gives students practical advice and pertinent examples for making their work more reader-friendly and visually appealing. The chapter also contains detailed guidelines on writing for websites, emphasizing the differences between print and Web messages.

Chapter 12, “Writing Instructions and Procedures,” underscores the importance of writing efficient, safe, convenient, and audience-appropriate instructions. Incorporated into the discussion are guidelines on planning, writing, and testing instructions, illustrated with a complete set of annotated instructions. Procedures, a frequent business genre distinct from standard instructions, are discussed and illustrated in depth at the end of the chapter.

Chapter 13, “Writing Winning Proposals,” describes the persuasive nature of proposals and explores how to write three common types of proposals: internal, sales, and research proposals. Annotated examples of each type of proposal give students positive, effective models to help strengthen their skills.

Chapter 14, “Writing Effective Short Reports,” outlines the principles common to all short reports and then discusses specific types of reports, including periodic, sales, progress, trip/travel, test, and incident reports. This chapter again cautions students about the ethical implications of what they write and shows them how to avoid typical pitfalls.

Chapter 15, “Writing Careful Long Reports,” encourages students to see the long report as the culmination of all of their work in the course. The chapter looks at individual parts of the long report illustrated in detail in the fully annotated model report that closes the chapter.

Chapter 16, “Making Successful Presentations at Work,” offers common sense advice on how to use the phone, conduct informal briefings, and prepare for, organize, deliver, and evaluate a formal presentation with appropriate software.