《外贸英语函电》

图书基本信息

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or other services. There are many forms being used in communication. It includes letters, telegrams, telexes, cables and electronic correspondence But it is clearly seen that business letter is still the main carrier of business communication. So it is the very important for students of business communication to master the skills of reading and writing a good business letter that presents ideas clearly to enable readers to understand with the least possible effort. A good business letter can play an important role in trade, increase friendship and obtain complete understanding between the parties involved. Business letter writing is one of the necessary business activities. Only when the letter which conveys the message is faultless can it be an effective business letter. So the following essential principles must be paid more attention to if you want to write an appropriate business letter. 1.1Principles of Business Letter Writing The most effective business letter should be easy to read and easy to understand. They must be friendly and courteous. We should keep the point in mind that business letters play an important role in the development of goodwill and friendly trade relationship. Generally speaking, we need to apply some specific writing principles while writing a business letter. They are: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

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精彩短评

1、离实际有点远，里面的例子并不是根据实际情况来解决的，而是随便拖出一个例子来，没有正对性，对于解决怎么来针对具体情况写邮件没有帮助
2、大学时候的专业，现在重拾，不知道跟之前的教科书相比怎么样，期待中.....希望对我有用
3、挺好的，蛮喜欢的
4、质量不错哦 很喜欢书的材质 嘿嘿
5、刚拿到书，纸的质量相当不错，拿着很舒服。排版很清晰。至于内容还没细看，应该也不错。

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