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In spite of the few criticisms mentioned above, The Oxford Handbook of Commercial Correspondenceis an excellent guide to writing effective business correspondence, richly illustrated with numerous sample correspondence models for writing emails, faxes, memos, reports, and CVs.

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In spite of the few criticisms mentioned above, The Oxford Handbook of Commercial Correspondence is an excellent guide to writing effective business correspondence, richly illustrated with numerous sample correspondence models for writing emails, faxes, memos, reports, and cvs.

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Letter, faxes, and emails. Content and style. Complaints and adjustments.
The essential reference guide to writing effective business correspondence and– now revised and updated.

International business correspondence is not simply writing or information exchange. It is something that you want others to know about you – to know about your business and the way you deal with business transactions. It is by the way you create your letter that your reader can identify whether you are friendly, rude, or you just simply want to do business. Your letter shows your attitude. This is one reason why it is important to consider your way of writing, write professionally and with courtesy. Success of business transactions is not only dependent on your ability to talk and communicate verbally, but also the way you communicate in letters. How important is learning the proper way of writing business letters? This book will help you to improve your written communication by guiding you through the steps and guidelines of making an effective letter. Aside from that, you will learn to see that planning is important. Gathering information and doing some research will help you. As you go through answer complaints, it will save you to make adjustments, it is important and friendly to reply to inquiries, it is good to be precise in your quotations, it is proper to acknowledge placed orders or acknowledge payment, it is worth to check all outgoing orders for shipment and delivery, it is important to have an insurance policy, it is tedious to deal internationally without bank transactions, and it is by connection that you can increase your sales. You need to connect to your customers and readers in order to build a good working relationship. If you are able to establish a good relationship, they will value you as their business partners. Skills in creating business letters are important for the success of your business. Business letter writing skills will also boost your confidence as a businessman and will help boosting your business as well. This book aims to help students to develop their skills and confidence in writing international busi-ness letters. It can also serve as a reference for students at college and university levels.

The Charter of the United Nations was signed in 1945 by 51 countries representing all continents, paving the way for the creation of the United Nations on 24 October 1945. The Statute of the International Court of Justice forms part of the Charter. The aim of the Charter is to save humanity from war; to reaffirm human rights and the dignity and worth of the human person; to proclaim the equal rights of men and women and of nations large and small; and to promote the prosperity of all humankind. The Charter is the foundation of international peace and security.

劃時代飲食意識覺醒之書 飲食寫作的至高典範 是寫實、深入的關鍵報告，也是無比豐美的飲食寫作 為現代人面對的飲食難題，提出最鏗鏘有力的建言！ 餐飲界權威「詹姆斯．比爾德獎」飲食寫作類得獎著作 《紐約時報》《洛杉磯時報》《出版人週刊》年度好書 《華盛頓郵報》、《西雅圖時報》、《芝加哥論壇報》等眾多媒體好評推薦 我們所倚賴的工業社會，正是讓人類生病的飲食源頭！ 美國飲食界的良心與革命者麥可．波倫揭開餐桌上的陷阱，追索每日的飲食選擇，如何決定你與世界的未來！ 吃，還是不吃？這是21世紀雜食性動物的兩難。 肉食動物吃肉，草食性動物吃草，而人類作為雜食性動物，到底要吃什麼？ 要選擇吃穀飼牛還是草飼牛？有機蘋果還是傳統蘋果？該購買野生魚還是養殖魚？ 該吃低卡布丁或代糖餅乾嗎？封殺澱粉類食物的減肥法到底對不對？ 數百萬年來，人類已把對食物的嘗試，融合成一套套飲食禁忌、儀式和食譜，讓我們避開有害的食物，攝取有益的食物，免去雜食者進食上的難題。 人類也透過飲食，將自然界的物質轉化成我們的身體與心智，讓人類自己與萬物共享一切關連。

然而，20世紀後半，在工業化食品和不成熟營養學的推波助瀾下，人類創造了新的食物鏈。餐桌上的食物與其源頭越離越遠，而人類則萎縮在工業化食物鏈的末端，喪失與自然之間的原始記憶，更無從判斷哪些食物該吃，重新面對雜食者的難題。 作者簡介 麥可．波倫Michael Pollan 美國首屈一指的飲食作家，著作屢獲《紐約時報》等各大媒體評選年度好書，也是「詹姆斯．比爾德獎」得獎作者。在加州大學柏克萊分校傳授新聞學。因開設創新課程、實驗性專題及計畫而成為Knight Professor。

長期關注食物議題，企圖在工業社會與田園自然中尋求協調。他在代表作《雜食者的兩難》中實地走訪玉米田、工廠牧場、有機農莊與食品加工廠，追索現代飲食如何成為人類疾病的來源，在《飲食規則》中則收集祖母輩流傳下來的飲食智慧，整理成符合營養學知識的83條飲食建言。

長期研究使得麥可．波倫將關注擴大至烹飪，熱愛以行動探掘知識的他，決定走訪全球，向餐廳大厨、麵包師、乳酪師、釀酒人等專業人士學習烹飪。在這過程中，他發現烹飪不僅塑造了人類的身體與心靈，維繫著家人的幸福與自然的環境，烹飪技術所蘊含的哲學與世界觀更能告訴我們，面對自然，文明應採取怎樣的姿態。

《時代雜誌》於2010年將麥可．波倫名列全球百大影響人物。更於2013年評選他為「食物之神」，以表彰他對飲食文化的卓越貢獻。《華盛頓郵報》盛讚他的寫作：「或許只有麥可．波倫能夠調合如此多種飲食運動、哲學與研究文獻，轉化成這般意義明晰且發人深省的訊息，旁徵博引又綱舉目張。」另著有《烹 人類如何透過烹飪轉化自然，自然又如何藉由烹飪轉化人類》（Cooked: A Natural History of Transformation）、《如何改變你的大腦：迷幻藥新科學所告訴我們關於意識、瀉死、成癮、憂鬱和超驗的一切》（How to Change Your Mind: What the New Science of Psychedelics Teaches Us About Consciousness, Dying, Addiction, Depression, and Transcendence）譯者簡介 鄧子矜 中興大學生命科學系，目前專職科學編輯。幼年曾隨外祖母種菜宰雞，長大後假日喜歡逛傳統市場，希望以後有機會嘗試打獵。

美國Amazon教育哲學類排行冠軍 認知神經學家、兒童發展專家瑪莉安．沃夫（Maryanne Wolf）研究閱讀與大腦十餘年最新力作
・你能夠專心讀書半小時不滑手機嗎？
・你更相信Google或維基，更甚於相信自己？
・你是新手父母，平板已儼然成為你家小孩的新款奶嘴？兩千多年前，蘇格拉底曾憂心書本的發明會讓人類不再思考；兩千多年後，數位媒介的發明把這個憂慮推上了新的高峰。

數位媒介正在剝奪我們的閱讀能力，它刺激、快速、轉瞬即逝的特性，在在誘使我們的大腦讀得更淺、更快、更不專心。研究顯示：人們的專注力、反思與批判力，以及將知識內化的能力，都正在下降之中。更糟的是，原本應該從閱讀中培養的同理心、包容異己，以及對美的感受能力，也已出現日漸衰退的趨勢。有鑑於此，本書作者——身兼文學背景、認知神經學家與兒童發展專家的瑪莉安·沃夫，特地選擇了「最能邀請大腦慢下來」的書信形式，以九封優美信箋娓娓道出她對數位閱讀的研究、憂慮與實用建言。在這些信中，作者將與你談談：#「閱讀」這個行為，在大腦中是怎麼運作的？#手機、電腦，甚至電子書，它們和紙本書有何不同？#數位閱讀一定不好嗎？它的優勢與益處是什麼？#在孩子零至十歲的成長階段，該如何有智慧地分配實體和數位閱讀？#閱讀教育為何可能影響民主社會的存亡？#何謂「理想的閱讀生活」？結合嚴謹科學、文學感性與經驗分享，本書如同一幅耐人尋味的路線圖，為科技如何影響大腦和對我們來說最重要的智力，以及這如何形塑我們的未來，指出一個警戒、但充滿希望的觀點。 - 各界好評 - 「這本書，求得真是時候！為了生存，每個時代所需的能力不盡相同，而處於數位時代的我們，思考方式、閱讀能力……勢必有些轉變。我們會變弱、或者更好？讀過瑪莉安·沃夫寫給我們的信，會有些答案！」——陳欣希（台灣讀寫教學研究學會創會理事長）「沃夫令人信服地道出深度閱讀為認知與社會帶來的種種好處……她正確地指出，數位媒介本身並不會毀了深度閱讀，甚至還可以促進它。同樣剝切的是，若我們不願對使用科技的方式、它對我們的影響予以足夠關注，我們將損失慘重。」——《華盛頓郵報》Washington Post「既即時又重要……如果你熱愛閱讀、熱愛它豐富你生命與這世界的方式，必不能錯過《回家吧！迷失在數位閱讀裡的你》，這是歷史的關鍵時刻。」——美國BookPage書評網站「一份深入淺出的嚴謹研究，揭示了讀寫文化的重要影響。」——科克斯書評Kirkus Reviews「沃夫的文字極為優美，書中不僅描繪出關於閱讀的研究，更有豐富的文學雋語、歷史掌故，以及個人的有趣軼事。《回家吧！迷失在數位閱讀裡的你》最吸引人的地方，是它動人地寫出了閱讀為什麼如此重要，並細緻探究了螢幕如何改變我們閱讀腦……沃夫帶來了堅實的理論基礎，告訴我們當閱讀消亡，我們將失去什麼。」——《舊金山記事報》San Francisco Chronicle 出版社 商周出版 (城邦)