

The Hong Kong Polytechnic University

Faculty of Humanities

News / Events to be Organized by FH Departments / Centres

Department / Centre	Department of English
Title of Event	Student Development Talk
Date	21 January 2010
Time	11:30a.m. -12:30p.m.
Venue	Rm QR404, 4/F Core Q
Description of Event	<p>This talk was conducted by Mr KN Tang, the Chairman Emeritus, Asia Pacific, of the Nielsen Company. He has been a market researcher of over 35 years and a pioneer in introducing market research to Taiwan and the Chinese Mainland in the early 1980's.</p> <p>Citing his own experience in learning and using English in the business setting, Mr Tang made a convincing argument that the English language plays an important role in business communication. He also pointed out key elements in effective communication and provided the audience with some important tips for effective business writing, especially for proposal and report writing.</p>
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