

南京师范大学重点建设教材

北京高等学校青年英才计划项目 (Beijing Higher Education Young Elite Teacher Project) YETP1726

Practical Business English Writing

# 新编实用 商务英语写作

主编◎王晓英 杨靖 孙森



东南大学出版社  
SOUTHEAST UNIVERSITY PRESS

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## 内容提要

本书以商务活动的一般流程为主线,体现了商务活动的各主要环节,并以商务活动中的信函范例,体现了商务英语写作的基本要求和技能。本书还在每一章中设置了语言学习部分,主要是针对英语语法中的语法重点、难点进行归纳,并将其放在商务英语的语言环境下再强化。本书适用于本、专科商务、商务英语、国际贸易等专业的学生和从事商务活动的人士。

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## 前言 Preface

商务英语教学安排中,写作是非常重要的一门课。商务英语写作的重要性与其在涉外经贸活动中运用广泛息息相关。随着世界经济一体化进程的加速,掌握一定的商务英语知识、具备良好的商务英语写作能力,是对从事外经、外贸人员的具体要求。《新编实用商务英语写作》就是顺应我国对外经济的发展,满足越来越多的外资企业及涉外企业对掌握规范的商务英语写作的人才的需求而编写的。

本教程共分13个单元,每个单元含语言复习和商务写作两个部分。其中语言复习并非像语法教材一样面面俱到,而是提炼出关键语言点及容易出错的地方加以强调,通过大量的以商务活动为内容的例句和练习,使学习者在复习巩固英语语言知识的同时,了解商务英语的特点,掌握丰富的商务英语常用语句和词汇,为成功的商务英语写作打下坚实的基础。

商务英语写作部分则包括以下主要内容:第1单元介绍商务英语写作一般规划;第2单元讲解商务信函格式及组成部分;第3单元讨论建立商业合作的途径和方法;第4单元介绍如何文询价及回复;第5单元是关于报价和还盘;第6单元讲解订单以及合同条款;第7单元介绍付款方式;第8单元关于抱怨、投诉及如何理赔;第9单元讨论如何推销产品;第10单元讲解求职信和履历表;第11单元有关于社交信函;第12单元示范电话记录和会议纪要;第13单元是如何撰写商业报告。

除介绍各类商业活动一般程序和规则外,本教程也试图通过提供大量范文样本、写作建议、常用语句和写作练习等形式,使学习者不仅熟悉各类商务文本的体例和规范的要求,同时能够较好地掌握各类商务文本的写作技能。

值得重视的是,本教程在每个单元的语言复习和商务写作之后都附了一定量的写作练习,就已经学过的语言点和商务写作进行再训练、再强化,目的是使读者能够做到举一反三,提高使用语言和商务写作的实际能力。同时,对课文中的商务写作专业术语和一些语言重点难点作了注解。在本教程的最后,还附了课后主要练习的答案,并有缩略语附录等内容,目的是方便读者自学。

为方便课堂教学与学习者自学,《新编实用商务英语写作》还附有教学用课件,请从<http://pan.baidu.com/s/106vjL4Q>上面下载。

本教程适合各类学校英语专业、经贸专业、经贸英语的学生使用,也可供从事涉外经济贸易工作的人员具有相当水平的自学者使用。

本书在编写过程中,还得到了谢怡、许斌、曹璐、戴幼珍、罗昶、蔡迎霜的帮助,谨致谢忱!

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# Unit 1

## Practical Writing

### BUSINESS ENGLISH WRITING STYLE 商务英语写作风格

#### 1. Principles of Good Business Writing 商务英语写作的原则

Good business writing involves using the same techniques and principles as are used in any good writing. Business people can't afford the time for, nor the expense of, a personal visit each time they want to transact business in various parts of the world, so they make phone calls, write letters, send faxes, or e-mails instead. Even telephone messages must be put in writing for understanding and formal confirmation<sup>1</sup> by both the sender and the receiver and as a source for later reference.

In order to achieve good communication, the following five "Cs" principles should be taken into consideration.

##### Clarity (清晰)

Message must be expressed clearly so that the reader will understand. To get this, we should keep in mind the purpose of our correspondence. A point that is ambiguous will cause trouble to both sides. You must have a clear idea of what you wish to convey to the reader. When you are sure about what to say, say it in plain, simple words. Good, straightforward, and simple English is what is needed for business communication. To make your message clear, you must present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up. The following are some ways to help to achieve clarity:

(1) Use simple, short words and simple sentence structure.

Compare:	after	subsequent
	large	substantial
	use	utilize
	during	in the course of
	we enclose	enclosed please find

(2) Avoid using words with different meanings.

Compare: We shall take a firm line with the firm.

We shall take a strong line with the firm.

(3) Put together words with close relation.

Compare: The L/C<sup>2</sup> must reach us not later than 8 October for arranging shipment<sup>3</sup>.

The L/C must reach us for arranging shipment not later than 8 October.

They bought a bicycle in Beijing in a small shop which costs \$ 25.00.

They bought a bicycle for \$ 25.00 in a small shop in Beijing.

He was warned not to drink water even in a restaurant which had not been boiled.

He was warned not to drink water which had not been boiled even in a restaurant.

(4) Use active voice.

Compare: A telex was sent by us yesterday.

We sent you a telex yesterday.

The application was completed by the student.

The student completed the application.

The salary increase was received by all employees.

All employees received the salary increase.

### Conciseness (简明)

Clarity and conciseness often go hand-in-hand. It means saying things in the fewest possible words. A concise business writing should say things briefly but completely without losing clearness or courteousness. In short, say everything that must be said but do not waste your reader's time in words. Keep your sentences short, avoid unnecessary repetition, and eliminate excessive details. The following are some ways to help your writing be concise:

(1) Shorten wordy expressions.

Compare: We have begun to export our machines to countries abroad.

We have begun to export our machines.

For the amount of \$ 320 you can buy the motor.

For \$ 320 you can buy the motor.

You have won due to the fact that you arrived early.

You have won because you arrived early.



(2) Use words to replace phrases or clauses.

Compare: In the event that you speak to Mr. Mood in regard to production, ask him to give consideration to the delivery order<sup>4</sup>.

If you speak to Mr. Mood about production, ask him to consider the delivery order.

We require furniture which is of the new type.

We require new-type furniture.

For your information we enclose a catalogue.

We enclose a catalogue.

**Correctness (准确)** Correctness here refers to appropriate and grammatically correct language, factual information and accurate reliable figures, as well as the right forms and conventions. Errors of fact, such as price quotations and delivery dates<sup>5</sup> are often oversights that are results of careless typing, inadequate proofreading, or too hasty correction of erasures. No excuse can make such errors acceptable in business letters. All facts should be checked and double checked. Errors can also be made because reference books are not consulted when necessary. Special attention should also be paid to names of goods, specification<sup>6</sup>, quantity, figures, units, etc.

(1) Verify spelling.

(2) Select correct words or phrases. The following examples illustrate how the word choice affects meaning.

Compare: Anyone can learn to type.

Any one of us can learn to type.

Everyone is practicing comparison shopping.

Every one of us is practicing comparison shopping.

(3) Insert appropriate punctuation.

Compare: "The Navy," says Captain Mitchel Stern, "will have more missile carriers."

The Navy says Captain Mitchel Stern will have more missile carriers.

**Concreteness**

(具体)

To make the message specific, definite and vivid is the key point of concreteness. Whether you are writing an initial letter or a reply, you must make sure that your letter contains all the information your reader needs to act upon. Put yourself in the reader's place. Avoid incomplete information. It is necessary to check the message carefully before it is sent out.

(1) Use concrete modifiers.

Compare: The auditorium will seat approximately 1,000 people.

The auditorium will seat 986 people.

I need the printout<sup>7</sup> as soon as possible.

I need the printout by 3 p.m. today.

The students completed a worthwhile project.

The students cleared \$ 750 from their project.

(2) Avoid opinions or generalizations.

Compare: Various aspects of this equipment make it a good choice.

This machine is a good choice because it is more compact and less expensive than any other one on the market.

These brakes can stop a car within a short distance.

These Goodson Power Brakes can stop a 2-ton car within 24 feet.

Our printer is faster than the leading competitor's model.

Our model X192 printer operates at a speed of 4,300 lines per minute.

**Courtesy (礼貌)**

Courtesy is not mere politeness. It means using good human relation skills. The courteous writer should be sincere and tactful, thoughtful and appreciative. Treat the reader with respect and friendliness and write as if you care about the reader. Never show your anger in a letter. If the occasion demands firmness, deal with it that way. However, it must be remembered that a letter may be firm and still be courteous. Courtesy is a positive value. It is not neutral or negative. Just because you have not insulted the reader is no sign that the tone of your letter is satisfactory. The tone must convey positive goodwill, positive warmth, and positive interest in the reader as a human being. For best results, and also as a matter of courtesy, answer letters promptly. The following are ways to make your writing courteous:

(1) Say **Thanks** when others do favor for you.

Say **Please** when you ask for something from others.

Say **Sorry** when you can not satisfy others' requests.

(2) Use positive words and expressions instead of negative words and expressions.

Compare: The office is closed after 4.

The office is open until 4.

We cannot have these figures for you before next week.

We will have these figures for you next week.

We have found out that your delinquency<sup>8</sup> with regard to your account by \$3.

We noticed that your account is short by \$3.

(3) Write naturally and sincerely.

Compare: I had hoped that a favorable consideration on your request could be possible.

I am sorry we cannot approve your request.

I have pleasure in informing you.

I am pleased to tell you.

Please be good enough to advise us.

Please tell us.

(4) Use “you approach”.

Courtesy and tact are sometimes achieved by what is called a “you approach”. In other words, your letter should be reader-oriented and sound as if you share your reader’s point of view.

Compare: Please accept our apologies for the delay.

We hope you have not been seriously inconvenienced by the delay.

I think your report was well done.

Your report was well done.

We will accept bids<sup>9</sup> until June 10.

You may submit a bid until June 10.

## 2. Organization 组织

A good business letter must be well organized. You must plan in advance everything you want to say; you must say everything necessary to your message; and then you must stop. A business writing is organized differently from other kinds of writing. It almost always follows the same format, which consists of three parts: introduction (or opening), body, and closing. Take the business letter writing as an example:

### Introduction

(信头)

The introduction or opening, is the headline of the letter. It starts with a clear-cut statement of what the letter is about, or the purpose of the letter.

Getting to the point immediately — presenting the message of your letter first, then developing details — is writing deductively. In a negative letter, the process is reversed — the details are pres-

ented first, then the point of the letter is developed from the details. This is called writing inductively.

Keep the first sentence short and easy to understand and keep the opening paragraph short, probably not more than two or three lines. A short opening paragraph is easier to read, and it does not intimidate the reader.

There are instances in opening paragraphs when you do not get to the point immediately; these occur wherever the letter contains negative or bad news — refusing credit or telling a job applicant that he or she was not hired, for example. The details that explain the bad news are given first and, if possible, a substitute is offered. If a substitute cannot be offered, keep the opening statement neutral — sometimes even thank you will serve the purpose. By offering a substitute or a neutral statement, you can keep the tone of the letter positive. A rejection can be antagonistic; a substitution offers a positive, courteous solution to a situation that might otherwise be embarrassing to someone.

### Body (正文)

In the opening you have told the reader what the letter is about. The body of the letter develops the opening and adds any needed details. For example, the opening of a letter tells the reader that the order that was placed has been shipped. The body adds the details of how it is being shipped — parcel post or delivery service; when it can be expected; and additional information — if the order is completed or if substitutions were made. It could tell how the billing<sup>10</sup> will be done if payment did not accompany the order. The body contains all of the information that the reader needs to know to make decisions.

### Closing (信尾)

The closing is a short and courteous goodbye. It does not include anything that has not already been introduced. It makes action on the part of the reader easy. The closing is specific; it gives times and dates.

Avoid participle or fragment conclusions. There should be no “Hoping to hear from you.” or “With best wishes, I remain...”

The closing is the summary of the letter; it emphasizes the action that you want the reader to take; it states exactly what you want the reader to do, and it leaves the impression of courtesy. Like any goodbye, jog the reader's memory if there is something that you want the reader to do, but keep the closing short and

friendly.

Now read the following two sample letters. Notice the redundancies<sup>11</sup> in the first that are eliminated in the second.

### Sample 1

Dear Ms. Rodriguez,

I am very pleased with the invitation that I received from you inviting me to make a speech for the National Association of Secretaries on June 11. Unfortunately, I regret that I cannot attend the meeting on June 11. I feel that I do not have sufficient time to prepare myself because I received your invitation on June 3 and there is not enough time to prepare myself completely for the speech.

Yours truly,

### Sample 2

Dear Ms. Rodriguez,

I am pleased with the invitation to speak to the National Association of Secretaries. Unfortunately, I cannot attend the meeting on June 11.

I feel that I will not have sufficient time to prepare myself because I received your invitation on June 3.

I will be happy to address your organization on another occasion if you would give me a bit more notice. Best of luck with your meeting.

Sincerely yours,

## 3. Electronic Mail 电子邮件

When you use a computer terminal to communicate either inside or outside your organization, you should not abandon the basic principles of business writing. You should still strive for clarity, conciseness, correctness, concreteness and courtesy as you would in more traditional forms of business writing. But when using electronic mails, there are a few additional provisions:

(1) Keep your message short: You want your message to fit on one screen, whenever possible, thus keeping all important information visible at once.

(2) Be sure your message is easy to answer: Let your reader know at the start what your subject is and what you want done.

(3) Beware of electronic eavesdroppers.

### Sample

From: [loveuranus@live.il](mailto:loveuranus@live.il)

To: [info@artistpro.com](mailto:info@artistpro.com)

Date: March 15, 2014

Subject: Business negotiation about quotation

Gentlemen,

We have received your price lists and have studied it carefully. However, the price level in your quotation is too high for this market. If you are prepared to grant us a discount of 10% for a quantity of 200, we would agree to your offer. You should note that some price cut will justify itself by an increase in business. We hope to hear from you soon.

Yours truly,

## Language Review

### NOUNS 名词

The names of people, places, and things are called nouns. A noun may be a single word or a group of two or more words that function together as one name. Nouns are often divided into various classes such as **Common Nouns**, **Proper Nouns**, **Concrete Nouns**, **Abstract Nouns**, **Individual Nouns**, **Collective Nouns** and **Gerunds**. Nouns have the properties, or characteristics, of person, number, gender, and case. Nouns can be used as subject of a sentence, direct and indirect object of a verb, object of a preposition, appositive and predicate nominative.

名词是表示人名、地名、事物名称及抽象概念名称的词,可分为普遍名词与专有名词两大类。普遍名词可分为个体名词、集体名词、物质名词和抽象名词以及动名词。名词自身的属性包括人称、数、性和格。名词在句中可作主语、动词的直接或间接宾语、介词宾语、同位语和表语。

#### 1. Plurals 复数

a. To form the plural of a singular noun, ordinarily add -s to the singular form.

通常情况下,名词词尾加-s 即构成复数。

computer\computers; office\offices

b. If the singular form of a noun ends in ch, sh, s, x, or z, add -es.

以 ch, sh, s, x 或 z 结尾的词加-es。

miss\misses; tax\taxes

c. If the singular form of a noun ends in y and the y is preceded by a consonant, change the y to i and add -es. If the y is preceded by a vowel, add -s.

以“辅音字母 + y”结尾的词变 y 为 i 再加-es;而以“元音字母 + y”结尾的词直接加-s。

company\companies; copy\copies; journey\journeys

d. Many singular nouns form their plurals by changing a vowel or vowels within the word.



有些名词可通过内部元音改变构成复数。

man\men; foot\feet; mouse\mice; tooth\teeth; woman\women

But: German\Germans

e. Many singular nouns ending in f or fe change the f or fe to v and add -es.

以 f 或 fe 结尾的名词通常将 f 或 fe 变 v, 再加-s 或-es 构成复数。

leaf\leaves; wife\wives; half\halves

But: safe\safes; chief\chiefs; proof\proofs

f. When the compound is written as one word, form the plural at the end of the word; when the compound is written with either a space or a hyphen between the words, make plural the main word in the compound.

复合名词可在最后一个名词词尾加-s 或-es 构成复数, 有时也可以在主要名词词尾加-s。

toothbrush\toothbrushes; letterhead\letterheads; footnote\footnotes

But: passerby\passersby; sales manager\sales managers; mother-in-law\mothers-in-law; bulletin board\bulletin boards; editor in chief\editors in chief

g. The plurals of letters, numbers, symbols, signs, regarded as words, are formed by adding an apostrophe and -s. This is the only time that an apostrophe is used to form a plural.

字母、数字、符号等可通过加“'”, 再加-s 构成复数。

5\5's; F.O.B.\F.O.B.'s; \\$\\$'s

h. Some nouns are always or almost always singular and require singular verbs when they are used as subjects.

有些名词单复数同形, 作主语时谓语通常用单数形式。

equipment education advice music information merchandise weather assistance integrity civics attention cooperation

i. Some nouns are always or almost always plural in meaning and in usage.

另有一些名词通常以复数形式出现, 谓语也须用复数形式。

premises pliers scissors trousers thanks remains credentials goods auspices riches proceeds belongings

j. Memorize the correct plural forms of these personal titles.

下列表示称谓的复数形式需要记住。

singular: Mr. Mrs. Miss Ms. Dr.

plural: Messrs. Mmes. Misses Mses. Drs.

## 2. Possessives 所有格

a. To form the possessive of a noun, add an apostrophe and -s; if the noun ends in -s, add an apostrophe only.

名词后加“'”再加-s, 可以构成名词所有格; 假如名词以-s 结尾, 则仅须加“'”。

woman\woman's; children\children's; ladies\ladies'; boys\boys'; boss\boss'

or boss's

b. To form the possessive of a compound noun, add the apostrophe or 's to the end of the word only.

复合名词所有格在最后一个词词尾加“'”,再加“s”。

father-in-law's; policyholder's; general managers'; editor in chief's;

c. Joint ownership is shown by making the last noun possessive. If each noun is made possessive, it indicates separate ownership of two or more items.

名词共用“s”表示共同拥有某事物;名词后分别加“s”则表示各自拥有。

Jack and Bill's car (two persons owning one car)

Jack's and Bill's cars (two persons owning two or more cars)

d. There is an idiomatic use of the possessive in expressions involving time, amounts, or personification.

一些有关时间、数量和人格化的所有格形式已形成固定表达。

one day's pay; four months' leave; a year's pay; season's greeting; today's weather; for pity's sake; an hour's work; a dollar's worth; for conscience's sake; two weeks' work; a month's vacation;

e. With the exception of such nouns as those illustrated above, nouns that name inanimate objects should never be written or spoken as possessives. Use an “of phrase” instead.

除上述 d 中所列举的固定表达以外,表示无生命事物的名词通常不用“s”所有格,可以用 of 结构代替。

hood of the car; top of the desk

## Notes

1. confirmation: the act of confirming, of making something certain or binding 确认  
confirm: 确认

This offer is subject to our final confirmation.

We are able to confirm that the goods will be delivered on October 1.

2. L/C(Letter of Credit): usually a letter with a customer's name from one bank to obtain the money, credit or goods the named customer may need, up to the stated value. The bank which issued the letter takes responsibility 信用证  
commercial L/C: 商业信用证; confirmed L/C: 保兑信用证; documentary L/C: 跟单信用证; irrevocable L/C: 不可撤销信用证; traveller's L/C: 旅游信用证

3. shipment: the acting of putting goods on a ship 船运, 装运

These goods are ready for shipment.

We hope that you will arrange shipment next week.

4. delivery order: a written direction from the owner of goods to a person who holds them, e. g. in storage, to deliver, or to hand them over to a named party. The document can become a negotiable instrument when it is joined to a dock warrant and is ac-

cepted by a bank as security for an advance (often shortened as D.O. or d/o) 提货单

5. delivery date: the time at which the ordered goods will be delivered 交货期

According to the contract, the delivery date should be no later than July, 15.

6. specification: any detailed description of the form and content of an article or a commodity, or the process by which something is produced 产品(规格)说明

The specifications of the building have been enclosed.

7. printout: a document or processed data from the output unit of a computer, presented in the form of readable printed matter on paper (电脑)打印文件

8. delinquency: the state of having failed to pay by the due date 欠款;逾期未收账款

Delinquencies are increasing because more and more people are delaying their mortgage payments.

Long-term delinquencies often turn out to be bad debts.

9. bid: an offer to buy something at a stated price 报盘, 报价

A bid may be taken back at any time before a buyer has formally told the seller that he accepts it.

The bid I made was higher than his.

10. billing(bill): a bill refers to a written document with charges for supplying goods or services 票据, 账单; billing means performing the act of making and sending out bills (or invoices) 开账单, 开发票

Please bill me for these articles I purchased.

The billing department is just over these.

11. redundancy: here refers to the words in business writing that are more than necessary 冗语

The redundancy of his style makes his report so tiring.

## Review Exercises

- I. Classify the following words according to Common Nouns, Proper Nouns, Concrete Nouns, Abstract Nouns, and Collective Nouns (some of them may be classified in more than one way).

executive	Europe	paper	experience	committee	staff
Susan	desk	education	faculty	opportunity	smoke
majority	Lincoln Center	stone	accountant	document	
secretary	Fulton Avenue	jury	customer	magazine	
mechanic	commission	time	industry	friendship	security
Atlantic Ocean	honesty				

- II. Indicate whether the following nouns are singular or plural, then give the singular form if the word is plural or the plural form if the word is singular.

hunch restaurant choices commander in chief body teeth ratio losses  
Ms. Jones shelf M.D.'s deer staff procedures