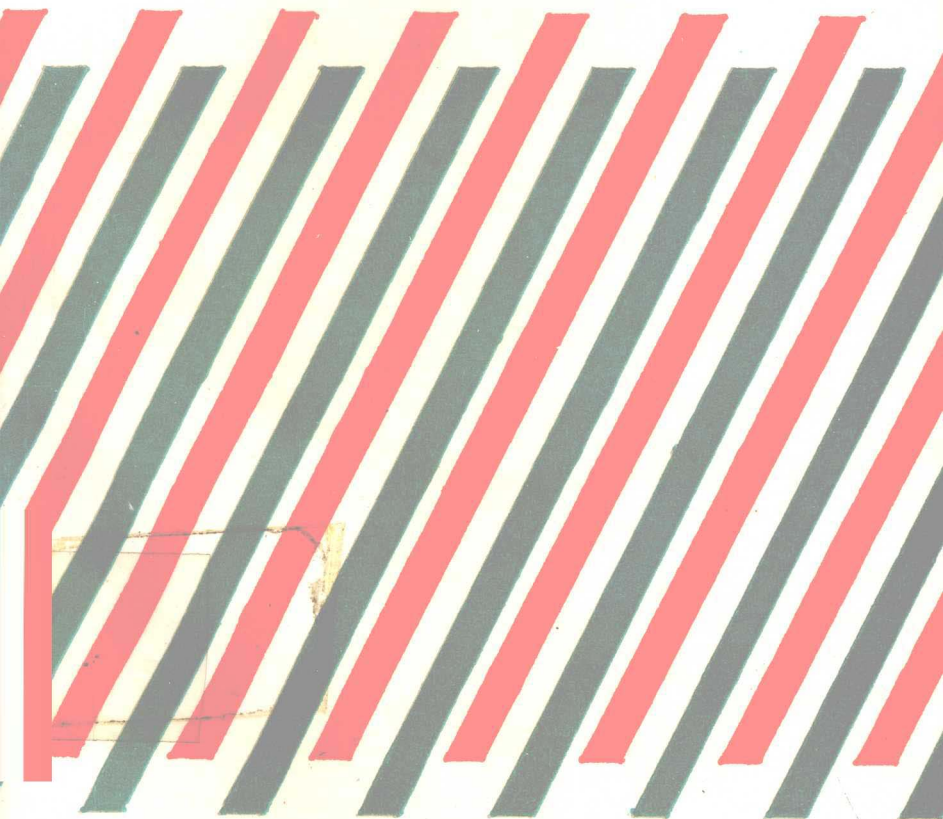


商业英语实用手册

THE PRACICAL HANDBOOK FOR BUSINESS ENGLISH

曹清 罗诚 编



同济大学出版社

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(英汉对照)

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内 容 提 要

本书第一部分阐述了商业英语中常用的句型结构。第二部分编写了外贸工作各环节中常用的应用文,与商业工作有关的书信、电报范例。第三部分编有商业英语常用词汇、缩略词、电传缩略词等。书后附有货币名称表、度量衡表等有关附录,内容丰富而且实用。

本书可供从事外贸工作的同志使用,也可供外贸专业学生学习使用。

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第一章 商业英语句子结构和句型

1.1 商业英语基本结构

1.1.1 主 语 + 谓 语

- 1) The situation improves. (现在时)
情况好转。
- 2) The situation improved. (过去时)
情况好转了。
- 3) The situation will improve. (将来时)
情况将好转。
- 4) The situation is improving. (正在进行时)
情况正在好转。
- 5) The situation has improved. (现在完成时)
情况已经好转。
- 6) The situation has been improving. (现在完成进行
时)
情况已经处于好转中。
- 7) The situation had improved after we took some
emergency measures. (过去完成时)
我们采取了一些紧急措施以后,情况已经好转了。
- 8) The situation may improve. (谓语含情态动词)
情况可能好转。

类似动词

1) appear (出现, 出版)

Our advertisement appeared in last week's edition of Newsweek.

我们的广告刊登在上星期的《新闻周刊》上。

2) arrive (到达, 抵达)

The goods will arrive next week.

货物将在下星期运到。

3) continue (继续)

We hope our good relationship will continue for long.

希望我们间的友好关系继续保持下去。

4) decline (降低, 跌落)

The prices of our products have declined.

我们产品的价格已经下跌了。

5) go up (上升)

The prices have gone up steadily since January.

自从一月份以来价格在持续上升。

6) increase (增加, 增长)

The numbers of our products are greatly increasing recently.

近来我们产品的数量正在大大增加。

7) operate (运行)

The department store will operate even on holidays.

即使在假日, 百货公司也照常营业。

8) open (开幕)

Guang Zhou Trade Fair will open in April.

广交会将在四月份开幕。

9) rise (上涨)

Prices had already risen before your order arrived.
在您的订单到达以前,价格已经上涨了。

10) recover (恢复)

The prices recovered a little after the decline in
January.

物价自一月份下跌后,已略有回升。

1.1.2 主语 + 谓语 + 宾语

- 1) We'll send you by airmail a copy of our latest
price list.

我们将航空邮寄给你们一份我们最新的价目表。

- 2) We will appreciate your early reply.

敬请早日答复。

- 3) We enclose the samples of our products in the
letter.

在信中我们附上了样品。

- 4) We cannot promise the shipment before the end
of June.

我们不能保证六月底装运。

- 5) We would also appreciate any information you may
be able to give us.

我们将非常感谢你们所能提供给我们的任何信息。

类似动词

- 1) arrange (安排)

Please arrange the shipment of our orders as soon
as possible.

请尽快安排装运我们所订的货。

2) acknowledge (确认)

We acknowledge receipt of your letter of Oct.2.
您10月2日的来信我们已收到。

3) contact (接触, 联络)

Receiving your instructions, we will contact our
manufacturer.

我们接到贵方的指示后将与厂商联系。

4) observe (遵守)

We must strictly observe the terms and conditions agreed upon us.

我们一定严格遵守双方协定的条款。

5) obtain (得到, 获得)

We can finally obtain the goods we require.
我们最终能够得到所需的货物。

6) receive (收到)

We have received your price list and samples.
我们已收到了你们的价目表及样品。

7) supply (提供)

We are unable to supply you with the small quantity of goods you want.

我们不能提供给你们所需的小批量的物品。

8) ensure (保证)

We would ensure prompt shipment.
我们保证立即装运。

1.1.3 主语 + 谓语 + 不定式

- 1) We wish to establish business relations with your firm.

我们希望与贵公司建立业务关系。

- 2) We regret to inform you that we are unable to cover your need for the said goods.

我们很遗憾地通知贵方我们不能满足贵方所需货物的要求。

- 3) We avail ourselves of this opportunity to assure you of our careful attention in handling your future orders.

我们借此机会，向贵方保证对贵方今后订单进行谨慎处理。

- 4) We advise you to order at once.

我们建议您立即订购。

- 5) I recommend you to do what he says.

我劝您照他说的去做。

类似动词

- 1) cause (致使)

The demonstration will cause you to understand our products better.

此项示范将使贵方更好地了解我们的产品。

- 2) enable (使能够)

Our sufficient stocks enable us to execute all orders promptly.

充足的存货能使我们迅速履行全部订单。

- 3) expect (期待, 希望)

We expect you to quote your lowest prices.

我们要求贵方报最低价。

- 4) help (帮助)

An early reply from you would help us to expedite shipment.

贵方早日答覆有助于我们加速装运。

5) induce (说服, 引诱)

The high quality and low price of our goods will induce you to place a trial order.

我们质优价廉的产品会吸引贵方试订一批。

6) instruct (指示)

Our customer instructed us to deliver the goods by the end of Jan. 1989.

我们的顾客指示我们务必于 1989 年元月底前交货。

7) urge (力劝, 力请)

May we urge you to place your order at once?

我们可以敦请贵方立即订购吗?

8) request (要求, 请求)

We request you to give an open account terms.

我们请求贵方给予记帐交易条款。

1.1.4 主语 + 谓语 + that 从句

- 1) We learn that you are interested in establishing business relations with us for the purchase of our tools.

我们得知贵方对于与我们建立业务关系以购买我方工具一事有兴趣。

- 2) It seems that our firm's difficulties were due to bad management and in particular to overtrading.

看来我们商行的困难是由于管理不善, 特别是过额贸易。

- 3) We very much regret that we are unable to

supply you with the small quantity of goods you want.

非常遗憾,我们不能供应给贵方所需的小批量的物品。]

- 4) We are glad that you are interested in our products.

我们非常高兴贵方对我们的产品感到兴趣。

- 5) We hope that we can receive your repeated orders.
我们希望能收到贵方的续购定单。

类似动词

- 1) assume (假定,猜测)

We assume that you have contacted our friends in New York.

我们猜想您已与我们在纽约的朋友联系过了。

- 2) afraid (恐怕)

We are afraid that we shall have to be charged more for designated packing.

恐怕在指定包装上我们必须承担更多的费用。

- 3) assure (保证)

We assure that we shall do every thing possible to give you our full cooperation.

我们保证我们将尽一切可能给予你们全力合作。

- 4) explain (解释,说明)

We can explain that they are not regarded as a reliable firm here.

我们可以说,他们不是此地一家可靠的公司。

- 5) find (发现)

We find that the amount of your L/C is insuf-

ficient.

我们发现贵方信用证上的金额是不足的。

6) note (注意)

You will note that our packing has been greatly improved with the result that our recent shipments have all taken out to the satisfaction of our clients.

你们将注意到我们的包装已有很大改进，所以我们近来的货物都使客户们感到很满意。

7) trust (相信)

We trust that you will give special care to the packing in order to avoid damage in transit.

我们相信：为了避免货物在运输途中的损坏，你们将会对货物的包装给予特别的重视。

1.1.5 主语 + 谓语 + 宾语 + that 从句

- 1) We assure you that we will offer our most careful attention to the execution of your order.

请您相信，我们对您的定单将给予特别的关注。

- 2) They informed us that they are ready to help us.

他们通知我们他们准备帮助我们。

- 3) We inform you that we have discussed the matter with our salesmen and some of our clients.

我们通知您：我们已和我们的销售员及一些客户就此事商议过了。

- 4) Friends of ours in your country advised us that you are able to supply the following goods.

我们在贵国的朋友告诉我们，贵方能够供应下列产品。

- 5) The whistle warned the visitors that the ship was ready to sail.

汽笛声提醒旅客轮船即将启航。

类似动词

- 1) convince (确信)

An examination of our goods will convince you that they will sell very well.

对我们货物的检验会让您相信它们将会畅销。

- 2) inform (通知)

We inform you that your order has been shipped.

我们在此通知你们,贵方所订货物已装船。

- 3) remind (提醒)

May we remind you that the payment should be made immediately?

我们可以提醒贵方立刻付款吗?

- 4) tell (告诉)

Mr. Lin tells us that you were interested in our mechanical toys.

林先生告诉我们您对我们的机械玩具感兴趣。

1.1.6 主语 + 谓语 + 间接宾语 + 直接宾语

- 1) We are sending you a commodity list and several pamphlets for your reference.

我们在此寄上一张货物表和一些小册子以供参考。

- 2) We shall give you delivery in February as required.

我们将按贵方的要求在二月份交货。

- 3) We give you on the attached sheet full details

regarding packing.

我们给你们附上一份有关包装的详解。

- 4) Please send us your catalogue.

请将贵方目录寄来。

类似动词

- 1) cause (导致)

The delay caused us considerable inconvenience.

延误给我们造成诸多不便。

- 2) offer (提供)

We can offer you the following goods immediately.

我们可以立即向贵方提供下列货物。

- 3) pay (支付)

They will pay you the money for the advertising.

他们会将广告费支付给贵方。

- 4) return (归还)

We are not able to return you the money now.

我们现在没有能力将钱还给你们。

- 5) show (显示, 表示)

They are showing us their willingness to serve you.

他们向我们表示愿意为您服务。

- 6) write (书写)

We wrote you a letter several weeks ago.

我们在几周前给你们写过一封信。

1.1.7 主语 + 谓语 + 不定式或动名词

- 1) We wish to sell our automatic copying machines

in your country.

我们希望在贵国销售自动复印机。

- 2) This corporation wants to establish business relationship with us.

这家公司想与我方建立商务关系。

- 3) We should appreciate receiving full details of your products.

如果能将贵方产品的详情来函告知,我们将感谢备至。

- 4) We decide to put your goods into the market.

我们决定为您销售产品。

- 5) We expect to order for 500 units and the time of shipment required is to be in June / July.

我方愿下一个 500 件的订单,并希望交货期在六、七月间。

- 6) We shall have to increase our prices when our present stocks are exhausted.

当我方存货售清后,价格还得上涨。

- 7) We regret to learn that you find our quotations are on the higher side.

我们得知您认为本公司报价偏高,深感遗憾。

类似动词

- 1) come (来)

He came to buy Japanese goods.

他来采购日本货。

- 2) continue (继续)

We shall continue to make every effort to suit your requirment.

我们将继续不遗余力地迎合贵方的要求。

3) decline (拒绝,婉谢)

They declined to accept the offer.

他们已拒绝接受报价。

4) like (喜欢,愿意)

We would like to visit you with a desire of having personal interview with your export manager.

我们希望拜会你们,并盼望与贵公司出口部经理一晤。

5) remember (记得)

Do you remember to have bought these goods?

你还记得已买了这些货吗?

6) try (尽力)

We shall try to do every effort in marketing these goods.

我们将竭尽全力销售这些货物。

1.2 商业书信习惯用语

1.2.1 初次写信给对方,建立商务关系

- 1) We are writing to you with a desire to open an account with you.

我们函告贵方希望与你们建立往来帐户。

- 2) Let us introduce ourselves as a leading trading firm in ...

请允许我们自我介绍,我们是……首屈一指的贸易公司。

- 3) Please allow us to express our hope of opening an account with you.

我们希望与贵方建立往来帐户。