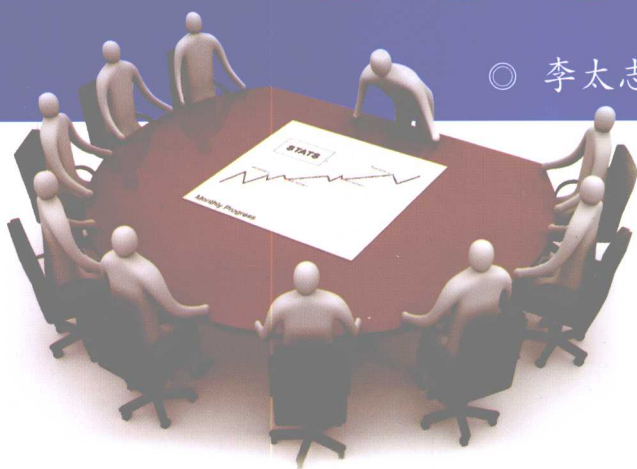


A Course in  
Business English Writing  
Practice

# 商务英语

## 写作实训

◎ 李太志 编著



国防工业出版社  
National Defense Industry Press

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·北京·

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## 内 容 简 介

本书主要包括两大部分:商贸业务书面交流的体验感受和商务英语写作技能训练。通过对大量实例的体验、对案例的评析和对写作技能的训练,旨在为学习者提供一个广泛的可能面临的各种商务情景的范例,帮助学习者对商务情景中最常用文体的格式有所了解,从而尽快掌握商务书面沟通技巧以及常用的商务写作方法,提高使用英语进行商务书面交流与沟通的能力。

本书适合高等院校商务英语专业的学生以及从事商贸工作的人员阅读参考。

## 前 言

在经贸全球化(globalisation)与一体化(integration)进程日益加快的今天,我国与世界各国的商贸活动日益增多,对外商贸业务不断扩大,人们越来越多地使用英语作为国际商务工作语言,进行商贸交流与沟通。当然,成功的商贸活动离不开准确而得体的国际商务英语写作,进行有效的商务书面交流与沟通。

国际商务英语写作是商务书面交际活动中必不可少而且至关重要的一部分,是很多商贸活动成功的关键。作为国际商务工作者或即将成为国际商务工作者的人士,他们需要熟悉并掌握的必要专业技能之一就是商务英语书面沟通与交流技能。熟悉并掌握商务英语书面沟通与交流技能的重要途径就是对商务书面交际过程的专业体验和对商务英语写作技能的训练(experience and practice),继而由此获得真实或近似真实的切身感受或经验。

本书通过对大量实例的体验、对案例的评析和对写作技能的训练,旨在为学习者提供一个广泛的可能面临的各种商务情景的范例,帮助学习者对商务情景中最常用文体的格式有一个总的了解,从而能尽快掌握商务书面沟通技巧以及常用的商务写作方法,提高使用英语进行商务书面交流与沟通的能力,使他们在商务英语写作中举一反三、得心应手,从事商务活动更加顺利。

本书的特色就在于贯穿和统领全书全过程的体练精神。每单元先将商贸交流与谈判的英语(信函/备忘录/报告)奉献于学习者面前,使他们能够切身体验近似真实的商贸业务过程和地道规范的英语语言表达;继而进行大量与商务英语写作技能相关的训练,以此达到熟悉商贸业务过程、掌握商务英语写作技能的目的。其

中,最值得注意的是,对传统商务英语或存在写作修辞问题的信函/备忘录/报告进行了更新和修改。

本书主要包括两大部分:商贸业务书面交流的体验感受和商务英语写作技能的训练。由此可见,本书是集业务体验与技能训练为一体的商务英语写作实训教材。

本书适用于从事国际商贸活动的工作人员、经常用到英文书面沟通的其他人士以及即将毕业并有志于从事国际商贸活动的大专院校学生,还可以作为希望了解商务英语写作并进行必要技能训练的其他人士的参考材料。

由于时间和水平有限,书中难免有不妥之处,敬请批评指正。

李太志

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# **Part One**

## **Experience & Practice in Laying Out/Writing Components of BE Letters**

# Unit 1 Experience & Practice in Laying Out BE Letters

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## Necessary Knowledge

There are three common layouts of business English letters. They are the block style, the modified block style and the semi-block style with indented paragraphs.

Of the three types, the traditional indented style is the most formal. It looks good but is not convenient to type.

The block style is the commonest among the three styles, for it is used in more than 80% of all business English letters.

To cater for the older readers' taste for the composition of a business letter, more writers begin to use the modified block style.

### 1.1 Experience & understanding the layouts of BE letters

**Read the following letters and answer the questions below.**

- a) What have you noticed about the layouts of the following letters?
- b) Where's the date in the following letters? On the right or on the left?
- c) Are the paragraphs of all of the following letters aligned with the left margin?

d) Are there 2 spaces between paragraphs?

**Letter 1 :**

77 Eastern Road

Chiswick

London

UK

Telephone 45632

Fax 68539

November 26, 2002

Mr. Pierre Dupont

Managing Director

Dupont Freres

4 Rue de la Paix

Paris 16

France

Dear Mr. Dupont

Subject: Offer of the summer discount of 20%

I enjoyed touring your company last week. Thank you so much for giving me the opportunity to demonstrate the new Handi-Jack tool belt.

I checked with the distribution center about your question on bulk orders. Yes, I can still offer you the summer discount of 20% off each large business shipment. (Offer expires December 31, 2002.)

I look forward to hearing from you.

Sincerely yours,

Sandra Jones

Sales Manager

**Letter 2 :**

**BUSINESS CORRESPONDENCE INSTITUTE**

Hui Zong An, Beijing, China

Tel: 010-12345678 Fax: 010-87654321

Our ref: TR/2617

Your ref: JS/5813

June 7, 2007

Mr. K. Huang  
65 Nathan Road  
Kowloon  
HONG KONG

Dear Mr. Huang,

You asked me if there is any one letter-style that is used more than the others. Probably more business concerns use the modified block style, because it saves time for the typist. However, many companies are adopting the block style, as it saves even more time than the modified block style.

This letter is an example of the modified block style. As you can see, the inside name and address are blocked and paragraphs' beginnings are aligned with the left margin, as they are in the block style. Open punctuation is used in the inside address.

Different from the block style are the date and reference lines which are flush with the right margin. The complimentary close begins slightly to the centre of the page. Both lines of signature are aligned with the complimentary close.

Yours sincerely,

*T. V. Li*

T. V. Li

President

**Letter 3 :**

March 3, 2008

Hitachi Ltd.

The Hitachi Atago Building

No. 15-12, 2-Chome, Nishi-Shinbashi

Minatoku, Tokyo 105

Japan

Attention: Import Department

Dear Sir or Madam,

Last month, your delegation visited our company and at the same time we discussed the possibilities of compensation trade with you.

In the past three years, our two sides have conducted sincere and smooth cooperation. Now, we would like to provide you with the equipment of high quality in the form of compensation trade. If the equipment fails to operate properly, we will repair them at our cost.

Our Export Sales Manager will be in Shanghai early next month to further discuss the matter with you. We hope that our detailed negotiations in Shanghai will result in signing a contract.

We look forward to your reply.

Yours sincerely,

## 1.2 Practice

A. Read the following letter and complete it according to the Chinese given in the brackets.

### BUSINESS CORRESPONDENCE INSTITUTE

Hui Zong An, Beijing, China

Tel: 010-12345678 Fax: 010-87654321

June 7, 2007

Mr. K. Huang  
65 Nathan Road  
Kowloon  
HONG KONG

Dear Mr. Huang:

I am very glad to tell you about the differences among  
\_\_\_\_\_ (齐头式、改良式和混合式).

The block and the modified block style are quite similar to one another. In the block style, all parts of the letter are placed flush with the left margin and \_\_\_\_\_ (段落不缩进). In the modified block style, everything except the date, reference number, complimentary close and signature is placed flush with the left margin.

The block style might be the most fashionable, but it has long been customary to \_\_\_\_\_  
\_\_\_\_\_ (像此信一样,将信按照混合式

进行排列)。\_\_\_\_\_ (齐头式的封内地址) is liked because it is compact and tidy. The indented style appeals to most readers, for they like the indented paragraphing and claim that it makes for easy reading.

Yours sincerely,

T. V. Li

T. V. Li

President

**B. Read the different components numbered ① - ⑪ of the following letter and select one of the three layouts to put them in the right order.**

①

**THE EASTERN SEABOARD CORP**

350 Park Avenue

New York, New York 10017

Telephone: 225-1234; Fax: 225-5678

② Kanto Mercantile Corporation

2-1, Nihonbashi 3-chome, Chuo-ku

Tokyo 101

JAPAN

③ Your Ref. : 4379

Our Ref. : 3456

④ Attention: Mr. Makio Abe, Export Manager

⑤ Subject: New Price List

⑥ Gentlemen,

⑦ Thank you for your friendly and interesting letter of February 25. Although the new pricelist arrived yesterday, we are glad to tell you that it came just in time for our needs.

⑧ Sincerely yours,

⑨ THE EASTERN SEABOARD CORP

⑩ *James Parrinton*

James Parrinton

Vice President

⑪ February 26, 2006

### 1.3 Practice by making improvement

**There are some mistakes concerning paragraphing, layout, wording and grammar in the following letter. Please improve it.**

#### **ELECTRICAL APPLIANCES CO.**

P. O. Box 3259

× × × × , × × ×

The Manager

Messrs. Clarke & . Smith Co. Ltd.

68 High Street

London EC 4

England

Dear Sir

We thank your letter of 17th January, asking us details and prices of our electric heaters. We are pleasure in enclosing our latest price list and catalogue, together with Model X-4's details. Please do not reluctant to write when you require further information.

Yours faithfully,

Ross Camery

Manager

Your ref: TD/4812

Our ref: EA/2719

Encl: 2 catalogue

3 price-lists

January 22, 2006



## Unit 2 Experience & Practice in Writing Various Components of BE Letters

---

### Necessary Knowledge

A BE letter is usually composed of two main parts: the essential and the optional parts.

The essential parts of a BE letter are usually as follows:

- 1) the heading (letter head) (信头)
- 2) the date (日期)
- 3) the inside name and address (封内地址)
- 4) the salutation (称呼)
- 5) the body of the letter (正文)
- 6) the complimentary close (结尾谦称)
- 7) the signature (handwritten and then typed) (签名)

The optional or additional parts may be included in commercial correspondence. They supply data for the benefit of the writer or for the information of the addressee, or for the use of them both. Some optional parts are placed near the top of the letter and some near its bottom. The additional parts include:

- 1) the reference numbers (编号)
- 2) the attention line (经办人)
- 3) the subject line (事由, 标题)
- 4) the identification initials (写信人及打字员姓名的缩略/