

21世纪国际经济与贸易学专业新编教程

B

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English Correspondence

外贸英语函电

易露霞 王娜娜 陈原 主编

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清华大学出版社

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北京

内 容 简 介

本书系统地介绍了外贸业务英语中常用文体写作的基本知识,包括各类商务信函、传真、电子邮件的格式、拟写方法和技巧,并按照外贸业务磋商过程中各个环节的顺序附有往来函电的大量例文和案例,提供了大量常用语句。本书还介绍了电子商务的基础知识和对外经济贸易中的常用文体,如意向书、协议、合同、招标通知书、投标书、中标通知书及广告等的格式、拟写方法及语言文字的应用,此外,还列举了外贸业务实践中常用的一些单据和单证实例。

本书共分 18 个单元,包括外贸英语书信的格式及写作原则、外贸业务关系的建立、询价与回复、报盘与还盘、促销、订购与确认、包装、运输、付款方式、保险、代理、投诉与处理、电传与传真、英文合同、贸易形式、商务社交信函等。

本书适用于国际贸易、市场营销、电子商务、经贸英语、企业管理和人力资源管理等经济管理类专业的学生,同时也适用于从事或准备从事外贸工作的其他专业人员。

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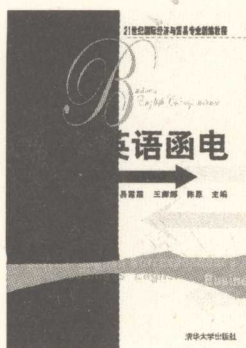
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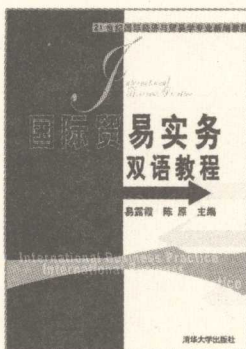
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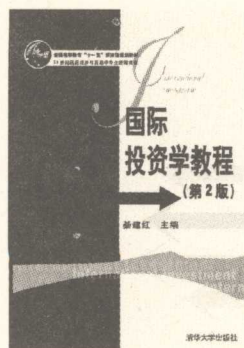
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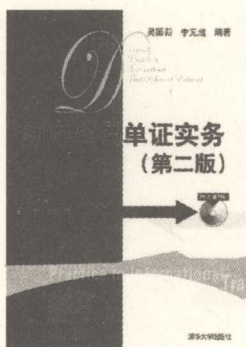
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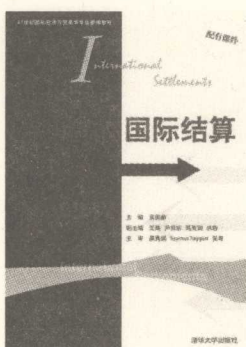
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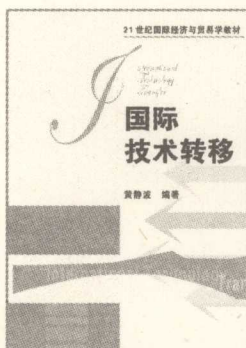
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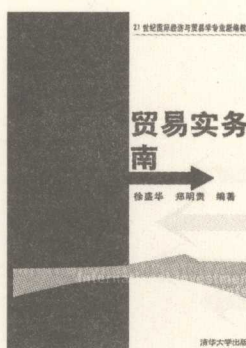
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前言

随着全球经济一体化时代的来临,以及对外开放的不断扩大和深入,中国对外经济发展也越来越快。到目前为止,中国已经是世界上第三大贸易国。随着对外经济贸易的进一步高速发展,中国贸易国际化程度将进一步加深,各行各业对外贸易业务往来将更加频繁,更多的企业和部门将直接参与到对外经济贸易活动中去,这毫无疑问地就需要大量既懂外语又懂外贸业务的专业人才。外贸英语函电作为对外经济贸易往来中常用的联系方式,是开展对外经济贸易业务和相关国际商务活动最主要的工具。

如何适应国内外经济贸易发展的需要,促进中国市场经济与世界的进一步接轨,推广外贸业务英语的实际应用,正确掌握外贸英语函电的基本知识并熟练地加以运用,写出地道、纯正、规范的国际商务信函,准确地表达经营意图和决策,是外贸工作者必须具备的专业技能和素质。目前国内高等院校非常重视对外经贸人才的培养,社会对这方面人才也有旺盛的需求,越来越多的人关注商务英语、外贸英语方面的知识,不断提升专业英语水平和技能。正是因为如此,现在市场上的经贸类专业英语书籍非常受欢迎。

为使本书更能符合教学要求,满足学习者适应对外经济贸易业务活动中各种信函的写作需要,帮助学习者系统地、完整地学习和掌握对外经济贸易业务信函的格式、专业用语、行文方法以及问题特点,提高学习者正确使用英语的能力,增加其对外进行各项业务联系活动的的能力,笔者结合多年的教学经验,通过与外贸进出口公司相关人员的直接合作,并参考在英国作访问学者期间所获得的相关资料,经多年努力编写而成。

本书依据国际贸易通行惯例,共分18个单元,内容包括外贸/商务英语书信格式、写作原则、外贸业务关系的建立、询价与回复、报盘与还盘、促销、订购与确认、包装、运输、付款方式、保险、代理、投诉与处理、电传、传真与E-mail、英文合同、贸易形式、商务社交信函等方面。每章包括信函的写作要求、知识和技巧,以及相关业务知识的简介;信样部分共有8~12封样信,每封样信后面都有写作评述,讲解该封信函的写作特点及优缺点,表述是否地道、标准;每封信后面还有针对该样信中的难点进行的解释;常用短语部分主要有相关专业术语和写作中经常用到的专业表达;常用句子部分提供了数十个句子,帮助学习者掌握更多的英文表达句子,有利于写出更多更好更标准的外贸信函;练习部分提供了大量灵活多样的训练题,有利于学习效果的强化和进一步检验。

在选材方面,本书注重实用性与知识性并重。每章配有多篇业务信函,通过大量的技能训练把基础英语知识、外贸英语知识与相关的外贸业务知识有机地结合起来,使学习者具备较强的撰写国际商务英语书信的能力。《外贸英语函电》教你写出地道的、纯正的、规范的外贸业务信函,准确地表达经营意图和决策,加强公司相互之间的业务往来和了解,架起一

座跨入国际商界的沟通桥梁。

除了参考相关资料外，本书许多信函来自外贸进出口公司的第一手资料，在此一并表示感谢。由于编者水平和学识有限，书中难免出现差错，敬请读者不吝指正。

外贸英语函电中，内容博大精深，不仅涉及外贸实务，而且涉及国际贸易理论、法律、金融、保险、运输、海关、税务、外汇、贸易术语、国际贸易惯例、国际贸易规则、国际贸易争端解决等。本书力求做到内容全面、重点突出、语言规范、实用性强。本书可作为外贸专业及相关专业教材，也可作为外贸从业人员参考用书。本书由上海外语外贸大学商务英语学院教授编写，由上海外语外贸大学出版社出版。本书在编写过程中，得到了许多专家和同行的帮助，在此一并表示感谢。由于编者水平和学识有限，书中难免出现差错，敬请读者不吝指正。

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Chapter One Basic Knowledge of Business Letter Writing

Section One Introduction of Business Letter Writing

In today's highly developed and toughly competitive society, communication between individuals and groups is becoming increasingly frequent and important. It serves to pass on information, to express ideas or to exchange feelings.

Generally speaking, the function of a business letter is to get or to convey business information, to make or to accept an offer, to deal with various businesses.

The business letter is the principal means used by a business firm to keep in touch with its customers; customers form their impression of the firm from the tone and quality of the letters it sends out. Good quality paper and an attractive letterhead play their part in this, but they are less important than the message they carry.

When we write a letter we enter into personal relationship with our reader. Like us he has feelings and we cannot afford to disregard him. This is a necessary reminder because many people who are warm and friendly by nature become reasons of quite another sort when they sit down to write or dictate a business letter. They seem to think that business letters call for a special kind of "business English". They forget that they are "holding a conversation by post" and make us of impersonal constructions that produce a cold and aloof tone. They prefer to write, "Your letter has been received" or "We are in receipt of your letter" rather than "We have received your letter", and "Your complaint is being looked into" rather than "We are looking into your complaint". Then how to write effective business letter?

The whole secret of good business letter writing is to write simply, in an easy and natural way—like one friendly human being talking to another, to make your letters then, sound as much as possible like good conversation. You wouldn't say on the phone "It is regretted that the goods cannot be delivered today". You would say "I am sorry we cannot deliver the goods today", so why not say it when you write a letter? In order to write a good and effective business letter have to remember some important writing skill.

Requirements to the Writer

If a business letter is to achieve its purpose, the writer should have:

- (1) a good command of standard English;
- (2) knowledge of business theory and practice;
- (3) knowledge of technical terms;
- (4) knowledge of psychology;
- (5) skills in salesmanship.

Section Two Layout of a Business Letter

There are several acceptable styles for business letter writing. The most popular forms are full-block, indented semi-block, modified block and semi-block style with indented paragraphs.

1. Full-block style

Every line in the full-block style begins at the left margin, and the open style of punctuation has been adopted.

<u>(Letter head)</u>
<u>(Reference Number)</u>
<u>(Date)</u>
<u>(Inside Address)</u>
<u>(Salutation)</u>
<u>(Subject Line)</u>
<u>(Body)</u>
<u>(Closing)</u>

For example:

**GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION**
11 Beijing Road, Guangzhou
People's Republic of China
Tel 3456182 Telex 8371 GUELCO CABLE2284

Ref. GEC 9667

June 21, 2000

Ocean Electronics Products Import Corp.
130 Clifford Street
LONDON W 1, England

Dear Sirs

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electric goods manufactured in China.

We manufacture electric appliance of the kind illustrated in enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our product, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully

(Signature)

Liu Sheng-feng

Sales Manager

2. Indented style

The main feature of this style is that each line of the "Inside Name and Address" should be indented 2~3 spaces, and the first line of each paragraph should be indented 3~8 spaces, i.e.

(Letterhead)

(Referenece Number)

(Date)

(Inside Address)

续表

<u>(Salutation)</u>	
	<u>(Body)</u>
	<u>(Closing)</u>

For example:

Beijing Textiles Import & Export Corporation

43 Tian An Men Street

Tel: 010-6683812 Telex: 3358711 Cable: 8898

January 30, 1995

Our ref. No...

Your ref. No...

The Pakistan Trading Company,

15, Broad Street,

Karachi, Pakistan

Gentlemen:

We learn from a friend in San Francisco that you are exporting Nylon Bed-sheets and Pillow Cases. There is a steady demand here for the above-mentioned commodities of high quality at moderate prices.

Will you please send us a copy of your catalog, with details of your prices and terms of payment. We should find it most helpful if you could also supply samples of these goods.

Yours very truly

*BEIJING TEXTILES
IMPORT & EXPORT CORP.*

(Signature)

Zhang Daihua

General Manager

3. Modified block style

In this style, paragraphs are not indented. The “Date”, “Complementary Close” and “Signature” are aligned slightly past the center of the page.

For example:

MEMPHIS STATE UNIVERSITY
MEMPHIS, TENNESSEE 38452

December 18, 2000

Mr. Joe Claiborne
Office Manager
Swallows Insurance Company
5983 Maplewood Cove
Memphis, TN 38117

Dear Mr. Claiborne

Thank you for your interest in our products. In reply to your request, we enclose our illustrated catalogue and a pricelist showing details of our products.

We look forward to hearing from you.

Yours sincerely

(Signature)

Binford H. Peeples

Sales Manager

Should you decide to adopt this style, I would recommend that the date and closing line begin at the centre point of the page. They can also be backspace from the right margin, but some people find this method rather time consuming.

As you may have noticed by now, there is no precise answer as to the best letter style; it is purely a case of personal preference. Each organization chooses its own style, and its employees should follow it.

4. Semiblock style with indented paragraphs

This style is similar to the modified block style with one exception: the first sentence of each paragraph is indented 3~6 spaces.

For example:

GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road Guangzhou PR China
Tel 3451672 Telex 8793 Guelco Cable 1414

June 26, 2000

Your ref: TBL/xm
Our ref: GEC 9556

MR. JB. Lewis,
Superlus Electronics Ltd,
33 Bedford Square,
UK.

Dear Mr. Lewis,

Your letter of May 22 enquiring about the possibility of importing Chinese-made electronics goods into the United Kingdom, has been passed on to us by the Ministry of foreign Economic Relations and Trade in Beijing.

We are a state enterprise, and keen to expand our foreign trade. As yet, we have no business contacts in the United Kingdom, and would be pleased to consider any business proposals you may have, we enclosed our latest illustrated catalogue together with our latest price lists and terms and conditions of sales for your information, and shall be pleased to deal with any specific enquiries you may have concerning any of our products.

Should you require any further details about any of the above-mentioned points, please do not hesitate to contact us.

We look forward to hearing from you in the near future.

Yours Sincerely

(Signature)

Wang Qing-he

Export Manager

Encls. as stated

Section Three Structure of Business Letter

The basic structure of a business letter

- Letterhead (信头)
- Ref. NO. (发文编号)
- Date (日期)
- Inside Name and Address (信内名称和地址)
- Salutation (称呼)
- Subject Line (事由标题)
- Body of the Letter (信的正文)
- Complimentary Close (结尾敬语)
- Signature (签名)
- Enclosure Notation (附件)
- Carbon Copy (抄送)
- Postscript (附言)

1. The heading

Letterhead, as the first and most obvious part of a company's business letter, has two functions: to identify where the letter comes from, and to form one's impression of the writer's company. A printed letterhead usually contains the writer's company name, address, postcodes, telephone number and telex number, and fax address, etc. The printed letterhead is usually artistically designed and printed in the center or on the left margin at the top of the page.

(1) *Richard Thomas Co. Ltd.*

246 Victoria Street

London E. C. 4, England

Tel.: 01-2377-252 Telex: 9776645

Cable Add.: *WEAVEWELL, London*

(2) *Oversea Trading Corporation*

24 Park Avenue

New York, New York 26789

Tel.: 225-2780 Cable Add.: *EASTSEA Telex: 222711*

When writing on blank paper, only the address should be at the right margin.

2. Date and Reference Number

(1) Date

Every letter should be dated—never send out a letter without a date. The position of the date below the letterhead (either on the right or on the left) depends on the style you decide to use.