



经济管理高等教育“十一五”部委级规划教材



# 国际商务函电

## International Business Correspondence

王启仿 ◎主 编  
周 琴 汪 婷 ◎副主编



中国纺织出版社



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## 内 容 提 要

本教材采用英文撰写,以案例分析为主线,突出可读性和实用性特点。共分十三章,涵盖书信结构、询价与回复、资信调查、促销、报盘与还盘、订单、支付、包装、保险、运输、索赔、代理、商务合同等外贸业务各环节所涉及的信函写作要领和写作技巧。每章附有练习题及答案,以便知识的加强和巩固。

本书是高等学校国际经济与贸易专业、经济与管理类专业的双语教材,对于从事外贸业务的实际工作者亦是非常实用的参考书。

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全面推进素质教育，着力培养基础扎实、知识面宽、能力强、素质高的人才，已成为当今本科教育的主题。教材建设作为教学的重要组成部分，如何适应新形势下我国教学改革要求，与时俱进，编写出高质量的教材，在人才培养中发挥作用，成为院校和出版人共同努力的目标。2005年1月，教育部颁发了教高〔2005〕1号文件“教育部关于印发《关于进一步加强高等学校本科教学工作的若干意见》”（以下简称《意见》），明确指出我国本科教学工作要着眼于国家现代化建设和人的全面发展需要，着力提高大学生的学习能力、实践能力和创新能力。《意见》提出要推进课程改革，不断优化学科专业结构，加强新设置专业建设和管理，把拓宽专业口径与灵活设置专业方向有机结合。要继续推进课程体系、教学内容、教学方法和手段的改革，构建新的课程结构，加大选修课程开设比例，积极推进弹性学习制度建设。要切实改变课堂讲授所占学时过多的状况，为学生提供更多的自主学习的时间和空间。大力加强实践教学，切实提高大学生的实践能力。区别不同学科对实践教学的要求，合理制定实践教学方案，完善实践教学体系。《意见》强调要加强教材建设，大力锤炼精品教材，并把精品教材作为教材选用的主要目标。对发展迅速和应用性强的课程，要不断更新教材内容，积极开发新教材，并使高质量的新版教材成为教材选用的主体。

随着《意见》出台，教育部组织制订了普通高等教育“十一五”国家级教材规划，并于2006年8月10日正式下发了教材规划，确定了9716种“十一五”国家级教材规划选题，我社共有103种教材被纳入国家级教材规划。在此基础上，中国纺织服装教育学会与我社共同组织各院校制订出“十一五”部委级教材规划。为在“十一五”期间切实做好国家级及部委级本科教材的出版工作，我社主动进行了教材创新型模式的深入策划，力求使教材出版与教学改革和课程建设发展相适应，充分体现教材的适用性、科学性、系统性和新颖性，使教材内容具有以下三个特点：

(1) 围绕一个核心——育人目标。根据教育规律和课程设置特点，从提高学生分析问题、解决问题的能力入手，教材附有课程设置指导，并于



章首介绍本章知识点、重点、难点及专业技能，增加相关学科的最新研究理论、研究热点或历史背景，章后附形式多样的思考题等，提高教材的可读性，增加学生学习兴趣和自学能力，提升学生科技素养和人文素养。

(2) 突出一个环节——实践环节。教材出版突出应用性学科的特点，注重理论与生产实践的结合，有针对性地设置教材内容，增加实践、实验内容。

(3) 实现一个立体——多媒体教材资源包。充分利用现代教育技术手段，将授课知识点制作成教学课件，以直观的形式、丰富的表达充分展现教学内容。

教材出版是教育发展中的重要组成部分，为出版高质量的教材，出版社严格甄选作者，组织专家评审，并对出版全过程进行过程跟踪，及时了解教材编写进度、编写质量，力求做到作者权威，编辑专业，审读严格，精品出版。我们愿与院校一起，共同探讨、完善教材出版，不断推出精品教材，以适应我国高等教育的发展要求。

中国纺织出版社

教材出版中心

加入世界贸易组织以来,我国对外贸易增长速度连续多年保持在20%以上,在国际贸易中的地位与日俱增。为服务于快速发展的外贸业务及教学需要,立足于严格、规范、实用的原则,我们组织编写了这本《国际商务函电》教材。

本教材突出可读性和实用性特点。每章都有信函案例,涉及电子、信息、医药、石化、纺织、服装、机械、钢铁等行业,从事外贸业务的工作者,可以按照信函范文模式,根据实际工作需要,更换具体内容,以快捷、准确的方式写出一封高质量的外贸业务信函。每章后面附有相应的单词、语句以及练习题,教材最后附有习题答案和词汇表。

本教材由宁波大学商学院王启仿副教授任主编,周琴副教授、汪婷讲师任副主编。各章编写分工如下:第一章(周琴、王启仿);第二章、第三章、第十三章(王启仿);第四章、第五章、第六章、第七章(周琴);第八章、第九章、第十章、第十一章、第十二章(汪婷)。

在编写过程中,宁波大学外语学院李昌标教授提出了宝贵的修改意见,庞娟协助主编做了编辑工作;同时,我们参考了国内同行与专家的大量文献,在此一并表示感谢!

由于编者水平有限,加上时间仓促,错误或不妥之处在所难免,敬请读者批评指正。

编 者

2008年3月

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# Chapter 1 Business Letter Writing

## I . Essentials of Business Letter Writing

Any transaction depends on the exchange of information. It is particularly important in modern international business. There are many ways of information exchange, in spoken or in written form. As far as written form is concerned, it usually includes letter, telegram, telex, fax and e-mail. With the development of science and technology, fax and e-mail are widely used while telex and telegram are seldom used nowadays. But anyhow, letters are still the base of information interchange, and a good business correspondence is of great importance in foreign trade fields.

A good English is the key to a good business letter writing. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. There are certain essential qualities of business letters, which can be summed up in Three C's, i. e. Clearness; Conciseness; Courtesy.

(1) Clearness. Clearness means that letters should be so clear that it cannot be misunderstood. No ambiguity should appear in your letter. Therefore, plain, simple and straight-forward English should be used in business letter writing, but big words should be avoided. For example, we generally use "try" instead of "endeavour" because "try" is more ordinary than "endeavour".

(2) Conciseness. In order to make your letter concise enough, you should use as few words as possible to express your ideas while without causing any different meanings. Try to avoid using long, redundant and complicated sentences. Generally speaking, a short sentence is preferred than a long one in business letter writing.

Paragraphing is a good habit in letter writing. It will make the letter clearer, easier to read and more attractive to look at. A paragraph for each point is also a good rule.

(3) Courtesy. Courtesy means more than politeness. Letters should be written not only in politeness, but also in promptness. To some extent, promptness equals punctuality. Punctuali-

ty will please your customer who dislikes waiting for days before he gets a reply. On the other hand, politeness is somewhat the “you” attitude. Keep clients in mind and treat them politely. It is extensively welcomed by all clients to see things from client’s point of view, visualize him in his surroundings, see his problems and difficulties and express our ideas in terms of his experience in business letter writing. Take the following two sentences for example, it is obvious that sentence b is more polite than sentence a:

- a. We insist on a prompt answer to our letter.
- b. We would appreciate your answering this letter promptly.

## II . Layout of a Business Letter

Generally speaking, the business letter includes the following parts:

(1) Letter head. The letter head is usually printed a forehand, it contains the title, the address, the telephone and telex numbers, the telegraphic address and code of the firm, and the kind of business carried on by the firm. Some letter head even includes the name and position of the person who are in charge of the firm. Below the letter head, there is the Reference No. which has two kinds: your reference No. and our reference No.

(2) Date. Date should be typed under three or six lines of the letter head. For the indented letter, date is usually printed on the top right corner, while for the blocked style, on the top left corner. Date can be arranged in “day, month, year” or in “month, day, year” orders and for the day, either cardinal numbers (1, 2, 3, 4, etc. ) or ordinal numbers (1st, 2nd, 3rd, 4th, etc. ) can be used. For example,

3rd November, 2006 or 3 November, 2006.

or

November 3rd, 2006 or November 3, 2006.

Month should be written in full but not in abbreviation. To give the day, month and the year in figure ( e. g. 12/10/2006 ) is in bad taste, and it may easily cause confusion because in Britain this date would mean 12th October, 2006, but in the United States and some other countries it would mean 10th December, 2006.

(3) Inside name and address. It refers to the company name and address. The usual practice is to set it out on the left-side of the letter, two lines below the Date. However, in official ( i. e. Government ) correspondence, it is sometimes placed at the foot, in the bottom left-hand corner.



The English address of the correspondence usually consists of the following four parts (Not all addresses have all the parts) :

- a. number of house and name of street;
- b. name of city or town;
- c. county or state and its post code;
- d. name of country.

Post code should be written correctly so that letters can be sent to the designated destination. Meanwhile, be sure to write the country name even if the letter is sent to a big city since there are many cities in the same name. For example, there exist two "London" cities among the world, one is in England and the other in Canada.

There are many courtesy titles used in correspondence. Generally speaking, "Mr." or "Esq." is used for man and "Miss", "Mrs." or "Ms." used for women. "Mr." precedes the name, "Esq." follows the name, separated from it by a comma, e. g. Mr. Tom White or Tom White, Esq. "Esq." is more polite than "Mr.", but "Mr." is more widely used than "Esq." "Mrs." is used for a married woman and "Miss" for an unmarried woman. In recent years, it has become customary to use Ms. as the courtesy title for all women, married or unmarried, and many women, particularly career women, strongly objecting to being addressed as Mrs. or Miss. "Messrs." is the plural form of "Mr." In business correspondence, "Messrs." is a polite title for companies or firms and widely used nowadays. However, it can only be used when the names of companies or firms include a personal element, e. g.

Messrs. John Smith & Co.

Messrs. Black & White Co.

It is not used in any of the following cases:

- a. When an individual is addressed:

Mr. Charles Snow

Robinson & Co.

- b. When the title is impersonal:

China Chemicals Co.

Cabinet Industries Ltd.

- c. When a courtesy title is already included:

Dr. Haris & Co.

Sir James Murphy & Co.

- d. When the title begins with The;



The Wells Machinery Co.

The Grayson Electronic Co. , Ltd.

(4) Salutation. Every business letter should begin with a salutation. The customary greeting in a business letter is Dear Sir, or Dear Sirs ( when a partnership is addressed ). But the Americans usually use Gentlemen instead of Dear Sirs. Note that you cannot use "Sirs" alone and that "Gentlemen" cannot be used in the singular. In American letters a colon is always placed after the salutation, e. g.

Dear Mr. White:

If we cannot make sure whether the letter will be read by a man or woman,

"Dear Madam or Sir" can be used.

(5) Message. The message contains the aim you write the letter and it is the part that really matters. Therefore, how to begin with the letter is of great importance to writers. Usually the first paragraph mentions the contents of the last business correspondence in a few words so that the reader can get a message as what will be discussed in this letter. The last paragraph puts forward the requests against the reader, such as "Waiting for your favorite answer", "Looking forward to your early reply", etc.

(6) Complimentary close. Complimentary close is purely a matter of custom and a polite way of bringing a letter to a close. The English use "Yours faithfully" while the American use "Yours truly" or "Sincerely yours" to finish the letter. The following salutations, with their matching closes, are the ones most commonly used in the modern business letters:

Salutation

Dear Sir(s)

Dear Madam

Dear Mr. Black

Gentlemen

Close

Yours faithfully

Yours sincerely

Truly yours

(7) Signature. Company name should be printed below the complimentary close and signed by a principal to show that it is an official but not a private letter. A signature should be written but not signed with a stamp. As signatures cannot be distinguished clearly, names and official positions are often typed below. Strictly speaking, only a partner is entitled to sign the name of his firm. But for the convenience, authority to sign is often given to a responsible employee by a document known as a power of attorney, though the authority to sign may also arise from custom. In either case the attorney or agent, as authorized signatory is called, signs per procuration or per pro., sometimes further abbreviated to p. p.

### III. Miscellaneous Matters

The above seven parts are indispensable to a business correspondence. In fact, a business letter also includes the following one or two:

(1) For the attention of. . . : This phrase is used where the writer of a letter addressed to an organization wishes to direct it to a particular member. It is typed two line-spacings above the salutation, underlined, and centred over the body of the letter. Sometimes it can be typed two line-spacings under the inside address, but on top left-hand.

(2) Heading or Caption. Generally speaking, "one letter one topic" is a good rule for a business correspondence, because different subjects may need attention by different departments or different persons. For a letter with only one subject, you may type the heading two line-spacings below the salutation, underlined, and centred over the body of the letter. This is called the Main Heading. A full stop should not be added behind the main heading. If several topics are involved in one letter, then paragraph heading will be useful. The heading is placed at the beginning of each paragraph to show what subject this paragraph is dealing with. Block capitals may be used, followed by a full stop (though some prefer a colon, or even a dash) to emphasize the distinction between heading and text.

(3) Carbon Copy. If a copy letter should be sent to some other people or firm, the word "c. c." and the firm may be typed under the left of the signature.

(4) Enclosure. When there is something enclosed with the letter, type the word "Enclosure", or an abbreviation of it (Encl. ) in the bottom left-hand under the identification marks, with a figure indicating the number of enclosures, if there are more than one.

(5) Identification Mark. Identification mark is used to identify the dictator of the letter and the secretary or the typist. It is generally made up of the initials of their names. The initials usually are in capital letters and typed two spaces below the signature against the left margin. The two sets are separated by a colon or a slant. The following examples are acceptable forms of the identification marks:

JS/ml      JS: ml

(6) Postscript. A postscript (P. S. ) is an afterthought, and in formal letter it is usually a sign of poor planning. But as a special device, it has two legitimate functions:

a. Some executives, to add a personal touch to their typewritten letter, occasionally add a postscript in pen and ink.

b. Writers of sales letter often withhold one last convincing argument for emphatic inclusion in a postscript.

(7) Margin. Margins contribute substantially to the visual impression a letter makes upon its reader. Margins should create the effect of a well-framed picture. Both left-hand and right-hand margins are generally 30mm. A brief letter can have margins as wide as 34mm.

(8) Second Page. With the exception of sales letters, business letters are usually one page long, but sometimes a message is sufficiently complex to warrant two or more pages. If you need another page, the phrase "to be continued" may be added on the right-hand side at the bottom of the front page, and name of addressee, date and page number on the top of next paper. The second and succeeding pages should have the same quality, size and color as the first page.

### Layout of a Business Letter

SHANGHAI PHARMACEUTICAL CO., LTD.

11 Yan An Rd(E), Shanghai 200002, China

Tel: 63216260 Fax: 63302700

E-mail: spcld@online.sh.cn

你方文号:

YOUR REF. JH/nb

我方文号:

OUR REF. 345/1289

21 August, 2006

The Secretary

Allen Inc.

1740 St. Louis Street

Los Angeles, CA 90015