



21 世纪高职高专财经类规划教材
21SHIJI GAOZHIGAOZHUAN CAIJINGLEI GUIHUA JIAOCAI

商务英语函电

*Shangwu yingyu
handian*

龙朝晖 马健美 ◎ 主编

邓晓婷 冯晨 李城 ◎ 副主编 王春梅 ◎ 主审

- ◆ 取材于真实商务信函
- ◆ 学习形式多样，有利于知识掌握
- ◆ 提供课件、大纲、答案、试卷等



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内 容 提 要

为培养高职高专学生的职业能力和技能, 本书遵循实用性、可操作性原则, 结合外经贸业务的特点, 选材力求实用、新颖。全书分为6个项目, 共14个单元。项目一介绍商务英语函电的基本写作要素及如何建立业务关系; 项目二介绍价格谈判, 包括询盘、报盘、还盘和受盘; 项目三介绍合同签订; 项目四介绍付款方式; 项目五介绍合同履行; 项目六介绍后续管理, 包括申诉与理赔, 以及解决商事争端。每个单元末尾都附有适量的练习题和综合实训题, 以帮助学生巩固所学内容。本书最后还配有总复习题, 以便读者在完成本书学习后进行自我检测。

本书提供电子课件、教学大纲、习题集及参考答案、模拟试卷等配套资料, 索取方式参见“配套资料索取说明”, 本书还有配套的精品课程网站, 供读者学习时参考。

本书适合高职高专商务英语专业、国际贸易专业、国际商务专业、涉外文秘专业等学生使用, 也可供从事国际商事工作的人员参考使用。

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商务英语函电

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丛书序

本丛书根据高职高专的教学需求设计并编写，丛书涉及的书目包含财经专业基础课教材和财政金融、财务会计、经济贸易三个专业课系列教材。

众所周知教材质量的核心是内容质量，为了将本丛书打造成为优秀教材，由众多教育一线的专家学者组建成的丛书编委会为本套丛书审纲、审稿。可以说丛书中每种教材均凝结了众多编委的心血。我们相信通过大家共同努力，本套丛书将有希望涌现出几种堪称优秀的、能适应高职高专教学需求的、高质量的立体化教材。

为满足社会对人才的需求，高职高专教学改革持续进行，不少教学改革已经取得令人瞩目的成果。当前，高校教师对教学改革配套教材的需求呼声很高，但我们考虑教材出版周期较长和教书育人的特性使其只适合作为已成熟教改方案的载体，未经过较长时间检验的教学改革成果直接体现在教材上并不合适。

本丛书的教材无论是基于何种教学思路编写，均已经过作者多年的教学实践检验，从内容到形式上均已有一定的成熟度。

教材虽然是传播教学改革成果的最佳工具之一，但仅靠教材本身很难全面地将教改思想贯彻到位，需要有与教材配套的教案及其他辅助资料。为此我们将本丛书打造成主教材与配套电子资料包相结合的立体化教材，提高教材的应用性和实用性。

本丛书每种教材所配的电子资料包均含作者精心制作的电子课件、电子教案、习题答案，有些教材还提供了案例分析、学习指导等更为丰富的教学素材或学习素材。

尽管我们力图为高校提供高质量的、立体化的、符合未来两三年教改趋势及教学需求的优秀教材，但正如一位国家级教学名师所说：“教材不是编出来的，是教出来的，来回反复修改，来回‘磨’出来的。”我们这套丛书尚未经过长时间的“打磨”，再加上我们的水平有限，定会存在已知的和未知的一些不足，我们有决心持续地“打磨”这套教材，也希望读者给予反馈以资我们修正，使本套教材尽早达到“优秀”的水准（wanguoqingljw@163.com 或 goodbook2010@tom.com）。

丛书编委会
2010年6月

前言

随着国际经济形势和消费者需求的不断变化,外向型企业对人才的衡量标准更加职业化、能力化。本书根据高职高专人才培养目标对职业能力与技能的要求,以工作过程为导向,按照外贸业务流程设计项目与学习任务,体现实用性强、操作性强的特点,培养学生综合运用国际贸易知识与专业英语知识的能力。

本书具有以下特点。

1. 内容上:取材真实,注重趣味性

教材中的素材来源于多个行业的外贸企业、国内外商务网站、律师行和贸促会,内容丰富、新颖有趣,真实反映了当代企业的业务动态。

2. 形式上:角色扮演导入分析,练习多样化

形式上,本书独具匠心地在每个单元正文前设计了案例分析、角色扮演,学生分析后带着问题进入学习任务环节。每个单元练习题目多样,难度顺序渐进,由浅入深。每个项目后有知识点汇总,以提高本书的条理性和汇总性,有助于学生消化所学内容。

3. 结构上:重点突出,注重知识的巩固

每个单元开篇的“知识目标和技能目标”,告诉学生在学习完本单元后应掌握哪些要点和技能,有助于学生在学习时将注意力集中在主要问题上。背景资料的介绍有助于学生对业务知识理解,与此对应的每个项目结尾的“小结”旨在提醒学生从本项目中学到了什么,将每一项目的重点勾勒得一览无遗。

4. 立体化上:提供高质量的、丰富的教学配套辅助资源

为方便教学,本书配有“教学资料包”,内容包括电子课件、教学大纲、习题集及参考答案、模拟试卷等。这些教学辅助资料,是作者多年来专门从事商务英语函电教学的心血积累,经过了多轮教学实践的检验,索取方式参见“配套资料索取说明”。本书还有配套的精品课程网站 <http://handian.hnjmxy.cn>,也可供读者参考。

本书由龙朝晖、马健美主编。邓晓婷、冯晨、李城担任副主编,王春梅教授担纲主审。具体分工如下:第1、8、13单元由邓晓婷编写;第2、3、4、5单元由马健美编写;第6、10、14单元和各个项目小结以及总复习由龙朝晖编写;第7、12单元由冯晨编写;第9、11单元由李城编写。龙朝晖对本教材进行了校订,并制作了本书配套的教学参考资料。

本书在编写过程中,参考了大量的文献资料,书后只列出了其中的一部分,在此一并向文中涉及的所有文献资料的作者表示谢意!特别感谢河南省贸促会的崔卫东先生和澳大利亚的Michael Godfrey先生,他们对国际商事争端处理内容的素材与写作提供了极大的帮助。

由于作者水平有限,书中难免有一些不当之处,希望广大读者多提宝贵意见,特别希望能将与本书内容有关的理论难点和现实中的热点问题反映给我们,以便我们在今后的修改工作中使本书更贴近实际,更具有针对性。

编者

2012年5月

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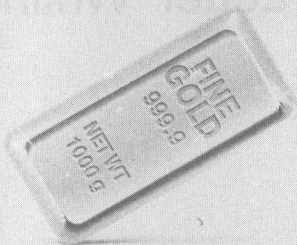
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Project I Business Development

Unit 1 Introduction to English Business Letter Writing

Unit 2 Establishing Business Relations

Introduction to English Business Letter Writing

➤ Knowledge Objective

1. Know the writing principles of business letters
2. Master the layout and special format of business letters
3. Master the basic parts of a business letter

➤ Skill Objective

1. Skilled at writing formal business letter with standard structure
2. Freely write standard E-mail and envelope

Warm Up

Generally speaking, the basic functions of a business letter should be:

- (1) to ask for or give a reply to information;
- (2) to place or to accept an offer;
- (3) to cope with matters or disputes concerning business.

With the fast rhythm of the international trade and great changes of the information, nowadays, business people prefer the writer states the purpose of his letter briefly, and the letter is short and friendly. The language of the letter is simple, clear and direct. Therefore, there are certain essential principles of modern business letters, namely (1) Clearness; (2) Conciseness; (3) Courtesy. Firstly, the business letter must clear exactly to avoid unnecessary misunderstanding. An ambiguous point may cause time lost and it costs, too. Secondly, since a letter is written for a reader, an over long and complicated letter has more possibility to confuse the reader which worst leads to delays in business. Hence, the wordy business jargon should be eliminated as well as the long and complicated sentences better be simplified which help to make a business letter clearer and more concise. At the same time, it probably means an earlier reply. Finally, before the writer goes on the detail of a business letter, please keep "your readers" in mind. The writer should always remember the person he or she is writing to, be in the reader's position. Courtesy and respect are the best policy in the business writing.

A standard business letter consists of seven parts: the letter-head, the date, the inside name and address, the salutation, the body, the complimentary close and the writer's signature and official position. The seven parts will be introduced in the following specimen letters.

Business Situational Design

Situation:

Rector Company Ltd. is an American company specializing in plastic toys, located in San Francisco. It consists of many departments, such as H.R., Production, Finance, Marketing, Sales, Training, Quality Control, Administration, Maintenance and so on.

Task:

Suppose you are the founder of the Rector Company Ltd. Please adopt the information above and build a fictitious trade company on the Internet.

Specimen Letters

1. Standard business letters

Sample 1

Jameson & Sons Ltd.
34 Madison Square
Melbourne E. C. 2.
Australia
Tel: (0536) 70525345
Fax: 356467132
January 25, 2012

China National Light Industrial Products Import & Export Corp.
Shanghai Branch
128 Huaihai Road,
Shanghai, China
Tel: (021) 644682726
Fax: 64468787

Dear Mr Price,

One of our customers is interested in your bicycles, particularly Model No. PA-18. Please send us a copy of your illustrated catalog, quoting your lowest prices if possible. Meanwhile, please indicate the time of delivery you usually offer.

Yours sincerely,
Jameson & Son Ltd.
S. F. LOVER
Manager

Sample 2

CHINA NATINAL IMPORT & EXPORT CORPOTATION
SHANGHAI - CHINA

CNIEC SHANGHAI
TEL: 02167734321

FAX: 02167734324

November 29, 2011

Messers John & Son Co., Ltd.
Avenida Yucatan 56
MEXICO CITY
Mexico

Dear Sirs,

Learning from the Commercial Counselor's Office of our Embassy in your country that you are one of the leading importers of canned foodstuffs, we have the pleasure of introducing ourselves to you as a state corporation specializing in the export of canned goods, and express our desire to enter into business relations with you.

In order to give you a general idea of our canned goods, we are sending you by airmail a copy of our latest catalogue. Quotations and samples will be sent to you upon receipt of your specific enquiries.

We are looking forward with interest to hearing from you.

Yours faithfully,
Peter Pan
Manager

2. Layout of business letter

Sample 1 The Indented Style (缩进式)

December 17, 2011

Messrs. Barrington Bros. Ltd.
910 Queen Victoria Street
London, E. C. 4
England

Dear Sirs,

With reference to your letter of December 22, 2011, we are glad to learn that you wish to enter into trade relations with this corporation in the line of canned goods.

In compliance with your request, we are sending you by air a catalogue together with a range of pamphlets for your reference.

If any of the items listed in the catalogue meets your interest, please let us have your specific enquiry, and our quotation will be forwarded without delay.

In the meantime, you are requested to furnish us with the name of your bank prior to the conclusion of the first transaction between us.

Yours faithfully,
China National Import & Export Corp.
Li Ming
Manager

sample 2 The Block Style (齐头式)

April 28, 2011

Darton's Bank Ltd.

London E. C. 2

England

Dear Mr. Laver,

In replay to your letter of April 19, we are writing to say that we have been bankers to Santo Domino & Co. for almost fifteen years.

Their trade in components for automobile engines is large and quite well-known throughout the North of Italy. Their sales figures are large and increasing, and the sums you mentioned in your letter are not large in relation to their total turnover.

We have advanced credit to them in the past, and we would have no hesitation in granting them further credit if they ask for.

Yours sincerely,

The National Bank of Italy

Milan Branch

Manager

Notes

1. 信头 (the letter-head)

信头要写明写信人的公司名称、公司地址、电话号码、传真号码、电报挂号等信息，通常写在首页右上角或中间。英式写法要在信头的每一行后加逗号，地址末尾加句号，美式写法则不用标点符号。

British

Mr. Thomas Ray,
231 Cambridge Street,
London E.C.2,
England.

American

Mr. Thomas Ray
231 Cambridge Street
London E.C.2
England

2. 日期 (the date)

地址下面的日期很重要，中文习惯把写信日期写在信的最后落款处，但在英文信中，在信头的位置就写出了日期。日期的排列顺序有两种：一种是日月年(3 August, 1988)，另一种是月日年(August 3, 1988)。在用前一种形式时，月和年之间的逗号可用可不用，但后一种中，月和年之间要用逗号分开。

如与收信人比较熟悉，则地址可以省略不写，只写日期，或在日期前只写城市名。如：

1 September, 1988 或 Beijing 1 September, 1988

3. 信内地址 (inside name and address)

信内地址要写收信人的姓名和地址。一般的事务性信件或给较生疏的朋友的信件都要写上，而在给极熟悉的朋友的信中则可以省去地址。这一项写在日期下一行的左上角。第一行写收信人的姓名，接着写地址，写法与信封地址的写法一样。

4. 称呼 (the salutation)

称呼是对收信人的称谓。从左边顶格写起，自成一，低于信内地址两行。称呼一般

要加逗号,这是英国的用法,也是传统的格式,美国则在称呼后加冒号。

British

Dear Sirs,

Dear Ms,

Dear Sir or Madam,

American

Dear Sirs:

Dear Ms:

Dear Sir or Mesdame:

5. 正文 (the body)

正文是书信的主要部分。通常在称呼下面一行写起,可用齐头式或缩进式方法。齐头式每段必须与左边的空白边缘平齐;缩进式每段开始第一个字都向右边缩进 6 至 10 个字位,但每段的缩进都要一致,不可参差不齐。正文的开头一般是写信的目的;中间部分叙述写信人的要求;结尾部分为祝愿及结束敬语。信的内容应该写得具体明了,直截了当,无须客套。

6. 结束语 (the complimentary close)

结束语的位置大约在正文之后,信纸的中央稍向右方开始。开头字母要大写,以后用小写,最后一个词后面要用逗号,用语要和称呼配合。

7. 签名与职位 (the signature and official position)

签名一定要写清楚。如果信是用打字机打的,签名要写在结束语和打出的名字之间。如与收信人比较熟悉,可直接写名字,不用写姓。签名时应注意以下几点。

(1) 如果写信人为女性,与收信人不认识,则在名前用圆括号注上 Miss 或 Ms,以便对方回信时知道如何称呼。如:

Yours sincerely,

(签名)

(Miss)Wang Li

(2) 职位或头衔应写在最后一行。如:

Yours faithfully,

Robert Marsh

Headmaster

8. particularly adv. 特别地; 尤其(= especially)

如:

The last thing we want to do is to disappoint a customer, particularly an old customer like you.

我们最不愿意做那些使顾客失望的事,特别是向您这样的老顾客。

9. catalogue n. 目录

如:

We are an importer of plastic products and we would appreciate it if you would send us your catalogue in the new year.

本公司经营塑料制品的进口业务,希望能够得到贵公司明年的产品目录。

10. delivery n. 交货; 发货 deliver v. 寄出, 发货

如:

This company has a free delivery service.

这家公司提供免费送货服务。

We delivered the merchandise to them.

我们把货物送交给他们。

11. Commercial Counselor's Office 商务参赞处

如:

We have your name and address from the Commercial Counselor's Office of the Chinese Embassy in Ghana.

我方从中国驻加纳大使馆商务参赞处得知你方的信息。

12. specialize v. 专门从事 specialize in 专门从事某事

如:

Our company specialized in producing women's clothes.

我们公司专门生产女士服装。

13. enter into 开始 enter into business relations with 与……建立业务关系

如:

We are willing to enter into business relations with your firm on the basis of equality, mutual benefit and exchanging what one has for what one needs.

我们愿在平等互利、互通有无的基础上与贵公司建立业务联系。

14. quotations n. 报价 quote v. 报价

如:

Your quotations for leather jackets are too high to be acceptable.

你方皮夹克的报价过高,我方不能接受。

Please quote us your best price.

请报你方最优价格。

15. enquiry n. 询盘 enquire v. 询盘

如:

We are very pleased to have your enquiry for our raincoat.

很高兴收到贵方对我方雨衣的询盘。

We are writing to you to enquire the current price of your table-cloth.

我们正打算写信给你询盘桌布的价格。

16. in compliance with 与……相符/一致

如:

All the cases are strongly packed in compliance with your request.

按你方要求,所有箱子都包装得很牢固。

17. pamphlet n. 小册子

如:

We enclose the price list and pamphlet for your reference.

随信附上价目表和小册子供您参考。

18. for your reference 供您参考

如:

We are submitting the following information for your reference.

现提交如下资料供贵方参考。

19. forward v. 发送, 递送

如:

The goods will be forwarded to your house.

这些货将发送到你家里。

20. prior to 在……之前

如:

If you are not sure of anything, call and ask prior to the interview.

如果您有任何不确定, 请在面试前打电话咨询。

21. credit n. 信用

如:

Such a step will, of course, place your credit standing in serious jeopardy.

当然, 这样一种措施使贵方的信用处于严重的危机之中。

22. 信封的写法

英文信封的写法与汉语信封的写法差异很大, 尤其是地址的排列与汉语信封上的地址是完全相反的。如北京市海淀区白颐路 65 号, 通常是一行写下来, 不需要换行; 而在英文信中, 地址的排列顺序是由小到大的: 号(number)→路(road)→区(district)→市(city)→省份(province), 国际信件还要加国名(country)。地址通常分三行或四行写, 上面的地址写成英文为:

65 Baiyi Road

Hai Dian District

China

Beijing,

英文信封上: 收信人(Addressee)的姓名、地址一般写在信封中央(也可以稍微偏右一些), 信封上方贴邮票, 寄信人(Sender)姓名和地址可写在信封的左上角或信封背面的垂片上。

Sample 1 缩行式

John Smith 240 Wall Street New York America	Stamp
Wang Hong 54 Jiefang Road Shi Jia Zhuang China	