

21世纪国际商务教材教辅系列

总主编 余世明
副总主编 袁绍岐 张彬祥 何静

English Correspondence on
International Business

新编国际商务英语函电

主编 冼燕华

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附送 光盘



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编写说明

随着国际经济与贸易的迅猛发展,国际贸易对不同层次的人才需求不断扩大。中等职业学校国际商务专业的任务就是面对新形势,培养从事国际商务工作的一线初级人员或为高等职业技术学院输送专业人才。为了培养“语言+专业”的高素质复合型人才,以适应全球经济一体化和我国对外贸易发展的需要,我们在研究、吸取现行多种同类教材优点的基础上编写了本教材。

“国际商务英语函电”为国际商务专业主干课程,是一门实践性、操作性很强的课程。在编写过程中,我们尽可能贴近业务实际和学生特点,选用一些实用的信函范例以及合同、信用证、单据等实例供学生阅读和练习,力求做到准确精练、深入浅出,突出实用性和可操作性,充分体现职业教育“以能力为本,以应用为目的,以学生为主体”的特点。

本书共十章,按外贸业务进展的不同环节和内容进行编写,包括建立业务关系、询盘、发盘、还盘、订单和成交、支付、信用证、装运、保险及投诉和索赔等章节。各章节包括业务介绍、国际业务往来函示例、词语注释、练习等四个部分,有些章节还补充了外贸公司的全真单据以供读者阅读。

本书融英语语言知识和国际商务外贸业务知识为一体,内容新颖、表达流畅、重点突出、实用性强,可作为中专、高职高专国际商务、商务英语、外贸、外经和其他相关财经类专业学习国际商务英语函电的教材,也可作为有志于从事国际商务的人员自学或参加全国外销员资格考试的参考书。对从事外贸、外经、外事及合资企业工作的业务人员、翻译人员和涉外公关文秘人员有很高的实用价值。

本书各章节编写分工为冼燕华(信函格式、第一章、第二章、第三章和附录),陈梅(第四章、第五章、第六章和第九章),曾馥(第七章、第八章),朱艳君(第十章)。全书由冼燕华负责总纂和修审。

本书在编写过程中参考了同类各种教材,在此谨对前辈们和同行们所付出的辛勤劳动表示感谢。由于时间仓促,加之我们水平有限,书中难免存在不妥之处,欢迎广大师生和同行专家不吝赐教。

编者

2012年5月

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The Layout of a Business Letter

信函格式

Forms of a Business Letter

Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on the satisfactory exchange of information. Although formality in business letter-writing is rapidly giving way to a less conventional and more friendly style, the layout of a letter still follows more or less a set pattern determined by customs. Though choice of layout is a matter of individual taste, yet it is safer to follow those established practice to which the business circle has got used, in order to avoid confusion and save time for both the addresser and the addressee. It is a good plan to adopt one form of layout and stick to it.

Basically, two main patterns of layout are in current use—the conventional indented style and the modern blocked style. The indented style takes in the first line of each paragraph in the body of the business letter. The blocked style has now come to be much more widely used than before, because it is compact and tidy. Its outstanding characteristic is that all typing lines, including those for date, inside name and address, salutation, subject heading and complimentary close, begin at the left-hand margin and paragraphs are not indented. There are double spaces between paragraphs.

1. Indented Form (缩进式)

EFC TRADING COMPANY

123 backstreet, San Francisco, CA94112

E-mail: efctrading@msn.com

September 23, 20..

William & Sons,
43 Butts Road,
Oxford, OX4 2JR, UK

Dear Sirs,

500 Dozen Men's Shirts

Thank you for your enquiry in your letter of September 2 for our Men's Shirts.

We are now sending you our quotation sheet for your selection. We also airmail samples and are sure that you will be satisfied with their superior quality.

We hope to hear from you soon.

Yours faithfully,
Gary Johnson
Sales Manager

2. Blocked Form (齐头式)

EFC TRADING COMPANY

123 backstreet, San Francisco, CA94112

E-mail: efctrading@msn.com

September 23, 20..

William & Sons,
43 Butts Road,
Oxford, OX4 2JR, UK

Dear Sirs,

500 Dozen Men's Shirts

Thank you for your enquiry in your letter of September 2 for our Men's Shirts.

We are now sending you our quotation sheet for your selection. We also airmail samples and are sure that you will be satisfied with their superior quality.

We hope to hear from you soon.

Yours faithfully,
Gary Johnson
Sales Manager

Parts of a Business Letter

Whether the indented style or the blocked style is used is determined by individual taste or by a firm's preferred style, whatever form is employed, an ordinary business letter consists of seven principle parts:

1. letter head;
2. date;
3. inside name and address;
4. salutation;
5. message, or the body of the letter;
6. complimentary close;

7. signature and position.

Sometimes your letter might contain some more parts such as:

8. reference;
9. attention line;
10. subject line;
11. enclosures;
12. carbon copy notation;
13. postscript.

The following letter is designed to illustrate the position of each part mentioned above.

Guangdong Textiles (Holdings) Corporation	(1)
Guangzhou, China	
Telephone: 86 - 020 - 83558988 Fax: 86 - 020 - 8355900	
http://www.gdtx.com E-mail: gdtx@gdtx.com	

January 9, 20..	(2)
Your Ref.	(8)
Our Ref.	
Miracle Trading Company	(3)
43 Butts Road, Oxford	
OX4 2JR, UK	
Attention: Purchasing Department	(9)
Dear Sirs,	(4)
<u>Re: Chinese Cotton Pieces Goods</u>	(10)
We thank you for your letter dated January 3. As requested, we are sending under separate cover our latest sample books and price list for your reference.	(5)
All prices are on CIP Oxford basis, subject to our final confirmation. Payment is to be made by irrevocable L/C at sight.	
As our products are enjoying fast sales, we would recommend you to advise us by email if you are interested in any of the items.	
Look forward to your early reply.	

Yours faithfully,	(6)
Guangdong Textiles I & E Corporation (Group)	(7)
David Wang	
Encl.	(11)
Cc: Our branch offices	(12)
P. S.	(13)

1. The Letter-head (信头)

Letter-heads include the essential particulars about the writer: name and postal address, phone and fax number, also email address.

2. The Date (日期)

The date should be typed or written in full. For the day, either cardinal numbers or ordinal numbers can be used. However, there is a growing tendency to omit the ordinal suffixes (e. g. -st, -nd, -rd and -th) follow the day of the month in the date line (e. g. 3 May for 3rd May). So the recommended forms for dates are, for examples, as follows:

October 25, 20..

Never give the date in figures, for it can easily cause confusion. For instance, 6/5 20.. would mean May 6, 20.. in Britain, but in the United States and some other countries it would be taken as June 5, 20..

3. The Inside Name and Address (封内名称和地址)

It is the usual practice to include, in all business letters, the name and complete address of the correspondent or organization for whom the mail is intended. We usually type the inside name and address in blocked paragraph form at the left-hand margin of the letter. This helps to give the letter a tidy appearance.

4. The Salutation (称呼)

The salutation is the complimentary greeting with which every letter begins. Its particular form depends on the writer's relationship with the receiver.

For ordinary business purposes, "Dear Sirs", "Dear Madams", "Dear Sir or Madam" or "Gentlemen" is used for addressing for two or more, as where a letter is addressed to a firm. The salutation always appears on a line by itself and followed by a comma for "Dear Sirs" and a colon for "Gentlemen" . e. g. "Dear Sirs," and "Gentlemen;".

The trend to use the salutation these days is towards informality, especially if the receiver is

known to the writer personally. Hence the warmer greeting such as “Dear Mr. White” is used widely, too.

5. The Message, or the Body of the Letter (正文)

This is the part that really matters. Before you begin to write, you must consider the following two points:

- (1) What is your aim in writing this letter?
- (2) What is the best way to go about it?

To write business letters effectively, you should be familiar with and follow certain essential qualities of business correspondence, which can be summed up in “Three Cs”: Clearness, Conciseness and Courtesy.

6. The Complimentary Close (结尾敬语)

The complimentary close is merely a polite way of ending a letter. It should match the form of the salutation. The most common sets of salutation and complimentary close are:

- Formal: Dear Sirs→ Yours faithfully, Gentlemen→ Yours truly;
Informal: Sincerely yours, Best regards, yours, etc.

7. The Signature and Position (签署)

The signature is the signed name or mark of the person writing the letter and taking responsibility for it, or that of the firm he or she represents. Because many hand-written signatures are illegible, the name of the signer is usually typed below the signature and followed by his/her job title or position.

8. The Reference (案号)

The references may include a file number, department code or the initial of the writer. They are marked “Our Ref.” and “Your Ref.” to avoid confusion. They may be placed immediately below the letter head.

9. The Attention Line (注意事项)

The attention line is used to direct the letter to a specific individual or section of the firm. It generally follows the inside name and address.

10. The Subject Line (事由)

The subject is often inserted between the salutation and the body of the letter to draw the receivers' attention to the topic of the letter.

11. The Enclosure (附件)

Below the two line-spacing of the signature, the writer may indicate one or more enclosures

in the letter by following any one of these examples :

Enclosure

Enclosures: 3 copies

Enc.

Encl as stated

12. The Carbon Copy Notation (抄送)

When copies of the letter are sent to others, type "Cc" below the enclosure at the left margin.

Notation for Cc would look like this in your letter:

Cc Guangzhou Branch Office

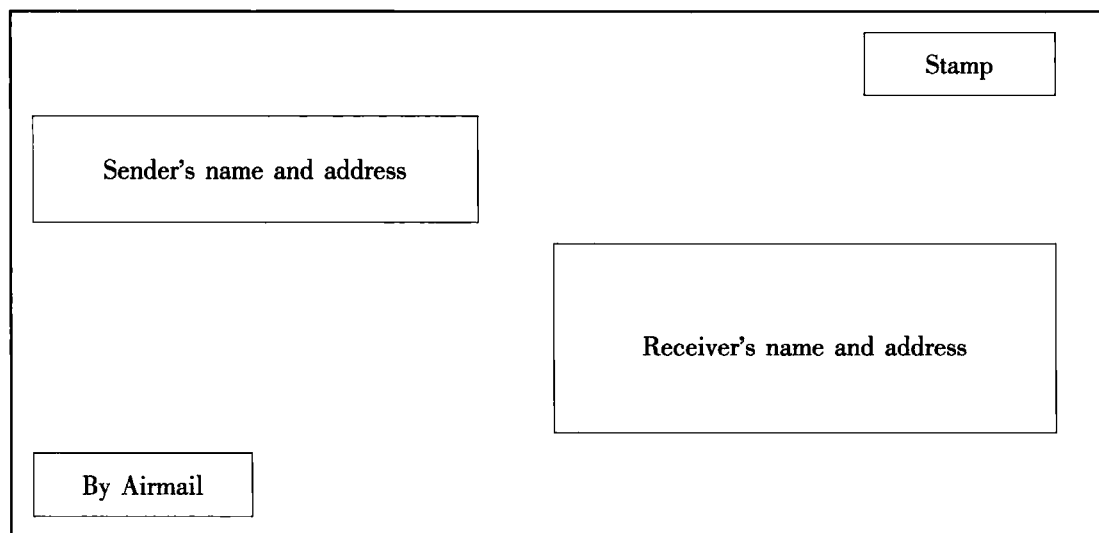
13. The Postscript (附言)

If the writer wishes to add something he/she forgot to mention, he/she may type his/her after-thought two spaces below the copy notation. Try to avoid using postscripts as far as possible, since it may suggest the writer fails to plan his/her letter before he/she writes it.

Envelope Addressing

The three important requirements of envelope addressing are accuracy, clearness and good appearance.

The name and address of receiver start one third of the way across the envelope from left to right and half down from top to bottom. Type the name and address of the sender at the left top corner of the envelope and leave a blank space on the right for stamp. The following layout shows where to write both the sender's and receiver's names and addresses.



e. g.

Ms Amy Wang GD Plus Textiles Company Limited 123 Xiao Bei Road, Guangzhou, China	Stamp
	Mr. John Smith William & Sons, 43 Butts Road, Oxford, OX4 2JR, UK
By Airmail	

Exercises

I. Arrange the following in proper form as they should be set out in the letter.

1. Sender's name: Guangzhou C/Y Trading Company Limited
2. Sender's address: 123 Huangpu Road, Guangzhou, China
3. Date: March 23, 20. .
4. Receiver's name: P. Fellini Company Limited
5. Receiver's address: Via Nicolosi 5, 20121 Milan, Italy
6. Salutation: Dear Sirs
7. Subject: Teenage Fashion Sportswear
8. The message:

We thank you for your letter of March 21 enquiring for the captioned goods.

The enclosed booklet contains details of all our Teenage Fashion Sportswear and will enable you to make a suitable selection.

We are looking forward to receiving your specific enquiry with keen interest.

9. Complimentary close: Yours faithfully
10. Signature and position: Marry Yang, Marketing Manager

II. Address an envelope according to the following information.

Sender: Paul Wang
GD East Trading Company Limited,
123 Daxin Road, Guangzhou, P. R. China

Receiver: Tera Smith
Miracle Import and Export Inc.
89 High Street, Malacca, Malaysia

Stamp

By Airmail