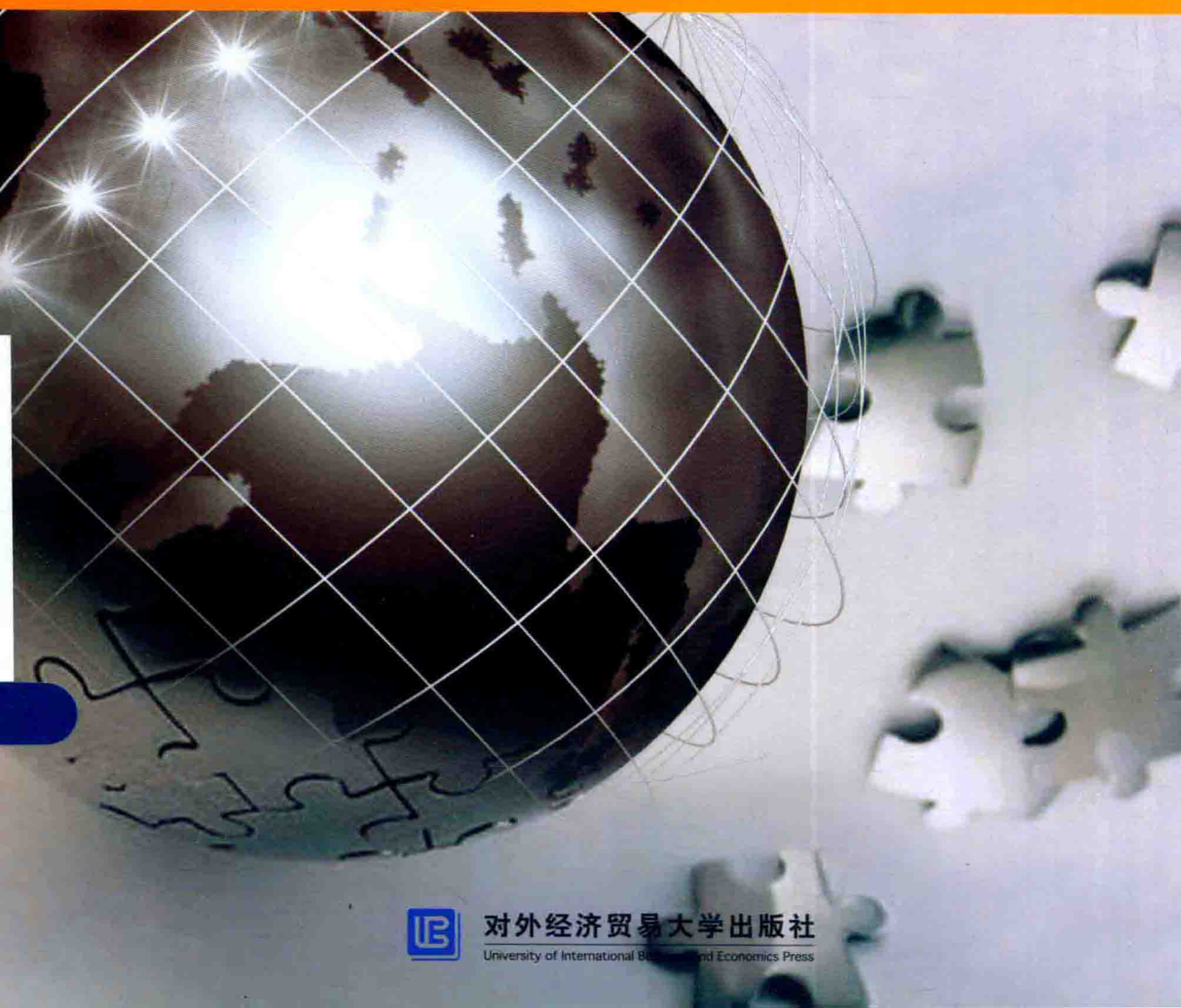


21世纪高校商务英语系列规划教材

International  
Business Correspondence

# 国际商务英语函电

蒋磊 主编



对外经济贸易大学出版社  
University of International Business and Economics Press

21 世纪高校商务英语系列规划教材

# 国际商务英语函电

**International Business Correspondence**

主 编 蒋 磊

副主编 巩 坚 陈延潼

编 者 郭 睿 苏 薇 邢 琰

对外经济贸易大学出版社

中国·北京

**图书在版编目 (CIP) 数据**

国际商务英语函电 / 蒋磊主编. —北京: 对外经济贸易大学出版社, 2014

21 世纪高校商务英语系列规划教材

ISBN 978-7-5663-0946-4

I. ①国… II. ①蒋… III. ①国际贸易 - 英语 - 电报  
信函 - 写作 - 高等学校 - 教材 IV. ①H315

中国版本图书馆 CIP 数据核字 (2013) 第 317029 号

© 2014 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

**国际商务英语函电**  
**International Business Correspondence**

蒋 磊 主编

责任编辑: 戴 菲

---

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

网址: <http://www.uibep.com> E-mail: uibep@126.com

---

北京市山华苑印刷有限责任公司印装 新华书店北京发行所发行

成品尺寸: 185mm × 260mm 9.5 印张 219 千字

2014 年 6 月北京第 1 版 2014 年 6 月第 1 次印刷

---

ISBN 978-7-5663-0946-4

印数: 0 001 - 3 000 册 定价: 20.00 元

# 前言

随着全球经济一体化和中国经济的快速发展,中国对外商务合作的前景日益广阔。中国企业为了寻求更好的发展空间和机遇,纷纷到世界各地投资建厂或办企业来获取经济利益;与此同时,由于中国拥有大量的自然资源和丰富的人力资源,许多国际著名企业和跨国公司先后到中国各地投资。现在中国已经成为全球经济、贸易、商务、技术合作和投资的热点地区。在这种大商务格局的背景下,商贸活动成为经济活动中非常关键的一个环节。然而由于距离的限制,面对面的交流往往费时费力,所以尽管现代通讯手段日益发达,书信往来在国际业务中的重要性和作用并没有因为地球村的形成而减弱,反而随着国际商务活动的频繁而日益重要。所以如何在适当的场合运用正确、准确、明确的语言,用各种各样的书面形式向对方表达商业意图就成为维持商务关系,确保商业成功的重要因素。

为了适应新的形势,满足各大专院校复合型外语人才培养以及社会上各阶层商务工作者的需要,我们编写了《国际商务英语函电》一书。本书科学地将国际贸易知识、商务技能与英语语言能力综合融为一体,目的在于帮助更多的学习者通过系统的对外贸易函电的学习,掌握外贸实务的基本理论知识,熟悉各种各样的函电格式和常用句型,了解不同商务活动的人文背景,具体操作规范及程序,从而提高从业者对外贸易往来的业务能力。

本书分为十章,涉及利用函电进行交易磋商的主要方面,其中包括商业书信的撰写;商务关系的建立;询盘与答复;发盘与还盘;接受订单;支付包装与运输;保险与仲裁;投诉与索赔;代理与寄售等。每一章包括以下几部分:

1. 本章学习重点。简单地概括出本章的学习要点、重点和难点,让学生有目的地去学习,也给自学者提供了自学纲要。

2. 专业知识概述。该部分用英语介绍了相关的国际贸易理论知识,对所涉及的实务内容也作了较详细的说明和分析。

3. 样信展示。函电类书籍历来的重点都是各种信函的格式内容以及相应的常用词汇和语言,所以该部分结合理论的讲解,提供了相应的样信展示。本书所选样信大多是最近几年一些外贸公司业务往来的信函,不仅语言新,并且力求选材与章节内容有关,具有较强的实践指导意义。

4. 词汇句法注解。本部分内容涉及样信文中重难点词汇、句法,置各样信之后,不仅提供详细的解释,并且给出相应的实例,以加强学生的应用能力。

5. 常用句型。常用句型是对涉及各章信函内容的常见句型进行总结,以供学生背诵、借鉴和使用,拓展学生灵活应用语言的能力。

6. 课后练习。本部分内容是对知识的掌握和理解进行加强和巩固,根据练习题的设计从简单到复杂,紧密结合章节的学习重点,供学生学习参考。

7. 案例评述。本部分内容主要是对章节内容进行扩展, 对外贸实务部分的内容提供了最新的外贸业务素材供学生讨论, 以扩大学生的知识面, 加深理解。

本书作者在多年教学和在外贸企业调研的基础上, 借鉴国内外最新教材编写理念和教学方法, 结合高等院校教学的特点以及复合型人才的具体需要, 在以下方面进行了尝试:

1. 本教材在介绍各类信函的同时详细讲解了相关的理论知识, 帮助初学者、甚至是没有专门学习过国际贸易的学习者通过理论联系实际的方式准确地把握所学知识;

2. 每章的常用句型总结部分给学习者提供了大量的外贸语言素材, 能帮助学习者更好地理解各章的专业和英语知识; 形式多样的练习可以有效地帮助学习者提高实际运用能力。

本书由可供高等院校英语专业、商务英语专业学生作为复合型专业英语教材使用, 亦可供国际贸易、国际营销、国际商务专业高年级本专科生作为双语教材使用, 该教材对从事对外经贸进出口的从业人员具有较高的借鉴价值。同时该教材也可作为有志于从事国际商务活动的英语爱好者的自学用书。

本书由蒋磊教授统筹策划, 并拟定各分册编写提纲、样课和体例, 终审定稿。

本册书副主编为巩坚、陈延潼, 参编人员具体分工如下:

巩坚: Project 1-2; 陈延潼: Project 3-4; 蒋磊、郭睿: Project 5-7; 苏薇、邢琰: Project 8-10。

本书的出版得到了对外经济贸易大学出版社的鼎力支持和热情帮助, 在此我们表示衷心的感谢。

在本书编写过程中, 我们参考并借鉴了国内外出版的有关书籍和资料, 以及 [www.moftec.gov.cn](http://www.moftec.gov.cn), [www.cietac.org.cn](http://www.cietac.org.cn), [www.iccwbo.org](http://www.iccwbo.org), [www.unctad.org](http://www.unctad.org), [www.wto.org](http://www.wto.org) 等网站的资料, 以及其他商业网站和国际著名跨国公司网站的资料, 在此一并感谢。

由于编者水平有限, 书中不足之处在所难免, 敬请国内外专家、学者和广大读者批评指正。

编 者

2014年3月于广州

# Contents

<b>Project 1 An Overview of Business Correspondence</b>	1
Module 1 Functions and Tendency of Business Writing	1
Module 2 Basic Categories and Principles of Modern Business Writing	2
Module 3 Structure of a Business Letter	3
Module 4 Style of a Business Letter	11
Module 5 Ways of Envelope Addressing	17
Module 6 A Brief Introduction to E-mails	19
Module 7 Extending Skills	21
1. Practicing Guide: An Introduction to Trade Documents (贸易单证介绍)	21
2. Simulating Operations: Sales Confirmation (销售确认书)	21
Module 8 Trying Your Hands	23
<b>Project 2 Establishing Business Relations</b>	27
Module 1 Channels for Obtaining Information of Potential Partners	27
Module 2 Writing Skills	28
Module 3 Case Remark	28
Module 4 Extending Skills	30
1. Practicing Guide: Commodity Inspection (商品检验)	30
2. Simulating Operations: Commodity Inspection Letters (商品检验信函)	32
Module 5 Trying Your Hands	36
<b>Project 3 Inquiry and Reply</b>	37
Module 1 Classification of Inquiry	37
Module 2 Writing Skills	38
Module 3 Case Remark	38
Module 4 Extending Skills	41
1. Practicing Guide: Commercial Invoice (商业发票)	41
2. Simulating Operations: Proforma Invoice (形式发票)	42
Module 5 Trying Your Hands	44
<b>Project 4 Offers and Counter-offers</b>	47
Module 1 Classification of Offers	47
Module 2 Writing Skills	47

Module 3 Case Remark .....	48
Module 4 Extending Skills .....	50
1. Practicing Guide: Sales Contract (销售合同) .....	50
2. Simulating Operations: Sales Contract (销售合同) .....	53
Module 5 Trying Your Hands .....	55
<b>Project 5 Acceptance and Order Fulfillment</b> .....	59
Module 1 Confirmation of Acceptance .....	59
Module 2 Writing Skills .....	61
Module 3 Case Remark .....	62
Module 4 Extending Skills .....	65
1. Practicing Guide: Order Writing (订单制作) .....	65
2. Simulating Operations: Order Writing (订单制作) .....	65
Module 5 Trying Your Hands .....	66
<b>Project 6 Payment</b> .....	69
Module 1 Payment in International Trade .....	69
Module 2 Letter of Credit .....	69
Module 3 Writing Skills .....	70
Module 4 Case Remark .....	72
Module 5 Extending Skills .....	75
1. Practicing Guide: Bill of Exchange/Draft (汇票) .....	75
2. Simulating Operations: Bill of Exchange (汇票) .....	76
Module 6 Trying Your Hands .....	79
<b>Project 7 Delivery of Goods</b> .....	85
Module 1 Packing .....	85
Module 2 Shipment .....	86
Module 3 Writing Skills .....	88
Module 4 Case Remark .....	89
Module 5 Extending Skills .....	91
1. Practicing Guide: Transportation Documentation (运输单据) .....	91
2. Simulating Operations: Packing List (装箱单) .....	92
Module 6 Trying Your Hands .....	93
<b>Project 8 Insurance and Arbitration</b> .....	99
Module 1 Marine Transportation Insurance .....	99
Module 2 Writing Skills on Insurance .....	102

Module 3 Arbitration and Writing Skills.....	109
Module 4 Case Remark .....	110
Module 5 Extending Skills .....	112
1. Practicing Guide: Insurance Policy (保险单) .....	112
2. Simulating Operations: Insurance Policy (保险单) .....	112
<b>Project 9 Complaints, Claims and Settlement .....</b>	<b>117</b>
Module 1 Complaints and Claims.....	117
Module 2 Case Remark .....	118
Module 3 Extending Skills .....	126
1. Practicing Guide: Shipping Advice (装运通知) .....	126
Module 4 Trying Your Hands .....	128
<b>Project 10 Agency and Consignment.....</b>	<b>131</b>
Module 1 Agents .....	131
Module 2 Case Remark .....	132
Module 3 Consignment .....	134
Module 4 Extending Skills .....	136
1. Practicing Guide: Invitation for Bids and Biding (招标邀请与招标) .....	136
2. Simulating Operations: Reply—Applying to Submit a Bid (回复——同意投标) .....	137
Module 5 Trying Your Hands .....	139
<b>参考文献 .....</b>	<b>142</b>



---

## Project 1

# An Overlook of Business Correspondence

---

### Learning Goals

Upon completion of this project, you will be able to:

- ☞ understand the functions and tendency of business writing;
- ☞ identify basic categories of modern business writing;
- ☞ acquire the 7Cs principles of business writing;
- ☞ know the structure and style of a business letter;
- ☞ practice writing an envelope and e-mails;
- ☞ have some knowledge related to the trade documents.

## Module 1 Functions and Tendency of Business Writing

Every business message is designed to achieve a specific business objective. Its success depends on what it says and to what extent it induces a favorable response from the reader. Thus, business writing has three functions: to inform, to influence and to entertain.

### 1. Functions of Business Writing

Normally, messages are designed to convey the vast amount of information needed to complete the day-to-day operations of the business — to explain instructions to employees, announce meetings, give responses to inquiry letters, place orders, or make complaints, accept contracts for services, etc. Apart from providing information, business writing is used to influence readers' attitudes and actions. These messages might include sales letters for promoting products or services and seeking support for ideas and worthy causes presented to supervisors, stockholders, customers or clients. There are also other messages prepared to entertain them, that is, to establish good relationships with them and/or convey goodwill to them. Many business writings contain two or three functions. In short, they are used to keep

business going smoothly, efficiently, and productively.

## **2. Tendency of Modern Business Writing**

Languages are products of the times and always bear the marks of a particular time. The rapid development of modern information technology has brought changes to business writing. The tendency to business writing has become more modern, direct and concise. The language used can be formal or informal according to the relevant situations. Like life-style and working conditions, the standard for business writing has changed; the style of it tends to be something like a piece of conversation by post. The awareness of change — adapting to up-to-date ways of doing business — is most important.

# **Module 2 Basic Categories and Principles of Modern Business Writing**

## **1. Types of Business Writing**

According to their different roles they play, business writings usually fall into the following 5 types: business letters, secretarial writings, corporate promotion, recruitment and employment, external corporate communication.

## **2. Criteria for Effective Business Writing**

In order to convey effective and readable information, 7 principles must be followed in business writing. They are clarity, correctness, conciseness, concreteness, completeness, courtesy and consideration which are called the “7 Cs” principles. These principles provide guidelines for choice of content and style of presentation, adapted to the purposes and the receivers of your message.

### **1) Clarity**

Clarity means to make the information clear so that the reader can understand what you are trying to convey. The meaning the reader gets is the meaning you intended to convey. To maintain clarity in your message, use the language that the reader understands, and avoid jargons, unfamiliar words and phrases.

### **2) Correctness**

It goes without saying that the business writing should be correct in grammar, facts and opinions, even punctuation or spelling. All of the information in the message should be accurate.

### **3) Conciseness**

Conciseness refers to keeping the letter short and to the point. That is to say, you say things briefly in the fewest possible words but completely without losing any other information.

### **4) Concreteness**

Writing concretely means being specific, definite and vivid rather than vague and general.

Try to use figures, ratios and facts whenever they are available to make the letter specific and definite rather than vague and abstract.

### 5) Completeness

A good business message should be complete, which means your message includes all the information necessary to make the point and promote action from the reader.

### 6) Courtesy

Courtesy means using tactful, respectful and appreciative words or expressions in writing a business letter to show your respect for the reader. The courteous way helps to build a good image of your company and deepen the business relationship between you and your business partners. The goodwill and public esteem of the firm are worth a great amount of money.

### 7) Consideration

Consideration focuses on “you” (the reader) instead of “I” or “we” (the writer). You-centered writing is the key to successful business. Effective writers make the audience believe that the most important person in their correspondence is “you” — the reader.

## Module 3 Structure of a Business Letter

Generally, a business letter can be divided into three parts: the pre-message, the body message and the post-message. It can be further divided into 13 segments. A well-constructed business letter in English is usually made up of seven essential parts and some optional parts.

### 1. Essential Parts of a Business Letter

- Letterhead 信头
- Date 日期
- Inside Name and address 封内地址
- Salutation 称呼
- Message or Body 正文
- Complimentary Close 结尾敬语
- Signature 签字

### 2. Optional Parts of a Business Letter

- Reference 参考文号
- Attention Line 经办人
- Subject Line 事由标题
- Enclosures 附件
- Postscript 附言
- Carbon Copy 抄送

### 3. Having a Clear Picture

The structure of a business letter is demonstrated in the tables below illustrating the position of each part in a letter.

Pre-message	
Modern Truck 234 First Street Newtown, NY 20022 Tel: 01-2-555-1212      Fax: 01-2-555-4545	<b>Letterhead (信头)</b>
.....	
September 21, 2012	<b>Date (日期)</b>
.....	
Joe Martin First Trucking 5656 North Willow Road Middleton, NY 20088	<b>Inside Address (封内地址)</b>
.....	
Att: General Manager	<b>Attention Line (指明收信人)</b>
.....	
Ref: 12—5—56A	<b>Reference Number (参考文号)</b>
.....	
Sub: Replacement parts	<b>Subject Line (事由 / 主题行)</b>
.....	
Dear Mr. Martin.	<b>Salutation (敬称)</b>

Body-message	
Valley Truck Supply is now in a position to reduce the cost of your truck spare pads. This is due to our growing number of satisfied customers over the past few years.	<b>Opening Sentences (开头语)</b>
.....	
Volume discounts are available to customers buying as few as six of an item with, however, a	<b>Main Body (主旨段落)</b>

dollar minimum per order.

Please refer to the enclosed sheet for a list  
of widely purchased parts and the discount rates.

.....  
We hope this program will help you provide  
faster service to your customers. We look  
forward to continuing to serve you in the future.

**Closing Sentences (结尾语)**

**Post-message**

Sincerely

**Complimentary Close (结尾敬语)**

.....  
**John Smith**

**Signature (签名)**

John Smith

Manager

Sales Department

.....  
Encl.: List of Available Pads

**Enclosure (附件)**

.....  
CC: Bob Wood

**Copy Notation (抄送)**

.....  
P. S.

**Postscript (附言)**

**4. Writing Tips**

Now all segments will be introduced one by one with more details and examples for each part.

**● Pre-message part**

**1) Letterhead**

Companies normally have their own letterhead templates customized with its logo, name and address. The address includes street, city, state or province, postal code, and country (if necessary). Many companies also add a phone number, fax number, e-mail address or website to the letterhead. The letterhead can be on the left side of the page or printed in the up-center.

**Modern Truck**  
**234 First Street**  
**Newtown, NY 20022**  
**Tel: 01-2-555-1212, Fax: 01-2-555-4545**

## 2) Date

All business letters should be dated. The date includes the day, month and year. There are two basic forms of dates as follows:

<b>American form:</b>	<b>October 26, 2012</b>
<b>British form:</b>	<b>26 October 2012</b>

## 3) Inside address

The order of the inside address includes the recipient's name, title, company, then the street, city, state or province, postal code, and country (if necessary).

**Joe Martin**  
**First Trucking**  
**5656 North Willow Road**  
**Middleton, NY 20088**

## 4) Attention line

The attention line is optional. It is used when the inside address includes only a company name. Its function is to tell to whom the letter should go. We can use such abbreviations as ATTN to indicate the attention line.

**ATTN: Joe Martin, Game Designer**  
**ATTN: Mr. George Williams**  
**ATTN: Sales Manager**  
**ATTN: President**

## 5) Reference number

A reference number may be an order number, invoice number, part number or date. "Re" And "Ref" are the most common abbreviations.

**Reference number AR48**  
**Ref: Po No. 435**  
**Our reference 111208**  
**Your reference OS234**

Sometimes, we use “Your ref” to indicate to which letter we reply; “Our ref” is used as the reply letter’s reference number.

***Your ref: CNN / 266***

***Our ref: 1246 / BD***

## 6) Subject line

The subject line shows the general idea or the purpose of the letter. It features a word or two, or a short phrase. The subject lines appear as follows:

***Sub: Friday’s meeting***

***Sub: Sales conference***

***Sub: Delay of Delivery***

***Sub: Request for price lists***

Usually, reference numbers and subject information are combined together to facilitate understanding.

***Re: Billing dated 12-8-09***

***Account No. FG 1265***

***Error in Billing***

***Sub: Order No. 1265***

***Price Reduction***

## 7) Salutation

A salutation is a way of greeting the reader or addressee. The name is usually combined with “Mr.”, “Mrs.”, “Miss.”, “Ms.” or an official title like “President” or “Doctor”, etc. In American style, a salutation ends with a comma.

***Dear Mr. Smith,***

***Dear Mrs. Jones,***

***Dear Peter,***

***Dear President Jones,***

***Dear Professor Liang,***

***Dear Doctor Manson,***

If the addressee’s name is not known, you may use his title, or address the letter to his department.



*Dear Sales Manager  
Accounting Department*

If the letter is addressed to a company or an organization, you may say:

*Dear Sirs,  
Gentlemen,  
Ladies and Gentlemen,*

### ● Body-message part

The main part of a business letter is divided into three sections: opening sentences, main body, closing sentences.

#### 1) Opening sentences

The opening sentences give the reader a general idea about what your letter is going to say.

#### 2) Main body

The main body is the most important part of the letter, which gives more details, asks questions, presents points of view, etc. Usually, a good business letter is not very long. Extra information other than the subject the letter deals with is kept out.

#### 3) Closing sentences

The closing sentences of a business letter can be an expression of gratitude, a suggestion or a request.



### Case Remark

<p><b>Opening sentences:</b> <b>A brief introduction to the matter</b></p> <p><b>Main body:</b> <b>① Use a new paragraph for separate ideas.</b></p>	<p>Dear Mr. Mithrow,</p> <p>As you may know, the Japanese Government is planning to approve a supplementary budget as a means of overcoming the current economic recession.</p> <p>In anticipation of this plan, the Ministry of Construction is considering the purchase of five of your LE-15 Boise generations. Would you please e-mail answers to the following questions by July 10 (your time):</p> <p>1. Have the specifications changed within the last two years? If so, please give complete details.</p>
--	---



continued

<p><b>② Use facts, details and numbers.</b></p> <p><b>Conclusion:</b> <b>Give an expression of gratitude, a suggestion or a request.</b></p> <p><b>Closing sentences:</b></p>	<p>2. Would you be able to redesign one generation so that it could be mounted on a 10-ton truck? (See the attached drawing.) If so, how long would it take to make this modification?</p> <p>3. If we placed an initial order for five LE-15 next October, would you be able to ship them by early March 2012?</p> <p>We are sorry to rush you but need your earliest reply. If it arrives later than Friday (our time) this week, our customer will lose the opportunity to apply for a procurement budget.</p> <p>With best regards, <i>John Robert</i> Sumida Corporation</p>
---	---

### ● Post-message part

There are 5 parts in the post-message, that is the complimentary close, signature, enclosure, carbon copies and postscript.

#### 1) The Complimentary Close

The complimentary close is merely a polite way of ending a letter, a double space below the body of the letter. The first letter should be capitalized and the close is usually followed by a comma. But always be sure that the close and the salutation in one letter should agree with each other. Different complimentary closes are used in different types of letters.

**Most business letters end in the following ways:**

		Formal	Less Formal	Informal
Salutation	British English	<i>Dear Sir or Madam</i> <i>Dear Sirs or Madams</i>	<i>Dear Mr. Smith</i> <i>Dear Ms. Smith</i> <i>Dear Dr. Smith</i>	<i>Dear Marry</i> <i>Dear Tom</i>
	American English	<i>Gentlemen</i>		
Complimentary close	British English	<i>Yours faithfully</i> <i>Faithfully yours</i> <i>Yours respectfully</i>	<i>Yours sincerely</i> <i>Sincerely yours</i> <i>Cordially yours</i>	<i>Sincerely</i> <i>Cordially</i> <i>Best regards</i>
	American English	<i>Yours truly</i> <i>Truly yours</i>		

#### 2) Signature

The signature is put at the left margin, leaving 3 lines' space for handwritten signature before the typed name, title and /or department. For example: