



外贸英语函电

——商务英语应用文写作

(学生用书) 第5版

编著 尹小莹 杨润辉



西安交通大学出版社
XI'AN JIAOTONG UNIVERSITY PRESS

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**BUSINESS ENGLISH
CORRESPONDENCE**



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内 容 简 介

本书系统地介绍了商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。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并提供了大量常用语句。书中介绍了电子商务的基础知识,还详细介绍了对外经济贸易中的常用文体,如:意向书、协议、合同、招标通知、投标书、中标通知书备忘录、邀请函、祝贺信及广告的格式、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。

本书不仅可以作为外贸专业学生的教材,也可作为外贸从业人员及业余自修者的学习用书和工具书。

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第5版前言

《外贸英语函电》自1994年5月出版后,受到全国各地读者的欢迎,经过几次改版,至今总印数已达几十余万册,成为出版社的畅销书。另外,本书还分别获西安交通大学优秀教材奖和全国优秀畅销书奖。国内几百所大专院校经贸专业、商务英语专业及其他相关专业将本书作为固定教材,反复征订;有些外贸公司和企业选用本书作为其员工的工具书,在日常工作中查阅。

为了满足我国对外经济贸易不断发展的需要,也为了感谢读者朋友们对本书的厚爱,笔者又一次对本书各单元做了全面修订,对贸易业务磋商过程中各个环节的函电例文进行了必要的增删和系统的修改,删去了例文中一些过时的表达和书写格式,取消了电传部分,并减掉了一个案例,对每一单元后的常用例句也做了修改,删掉了过时的例句,并分别增加了新颖实用的例句。在建立贸易关系单元中增加了信用调查信函。此外,还增加了邀请函、祝贺信、推荐信等社交常用信函,以及商务交往中经常用到的备忘录,作为本书的最后一个单元。

在本书的编写过程中,深圳远东石油工具有限公司的副总经理郭黎光女士提供了不少外贸业务实践中的第一手资料,为本书的实用性增色不少。深圳职业技术学院商务英语系陈乃新和徐小贞教授为本书的修订提出了宝贵的建议和热情的帮助,在此表示衷心的感谢。

尹小莹

2011年5月于深圳

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附录:商务英语常用缩略语

Unit 1 第一单元

Basic Knowledge of Business Letter Writing

商务书信写作的基础知识

① Form and Structure of Business Letters

商务书信的书写格式及构成

1. Form 格式

(1) Full Block Form 齐头式

Blyco Textile Group B. V.
Ossterstra 2,7524DZ Enschede
The Netherlands
Tel: 31-5387748
Fax: 31-5387749

Your ref: C9246

Our ref: bwbw

Date: April 24, 20_ _

Xi'an Textile Import & Export Corp.
108 Lian Hu Road,

Xi'an, Shaanxi, China

Dear Sirs,

Thank you for your letter of April 18, 20_ _ . We are a company that is, for years already, engaged in importing clothing items from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

With kind regards.

Yours faithfully,
Blyco Textile Group B. V.
(Signed) . . .
J. Kistemaker, Manager

In the Full block form, every part of a letter is typed from the left margin. It is convenient to be typed with a typewriter but the layout is not so beautiful. So some businessmen use a modified block form with indented style.

(2) Modified Block Form with Indented Style 混合式

Blyco Textile Grorp B. V.
Ossterstra 2,7524DZ Enschede
The Netherlands
Tel: 31-5387748
Fax: 31-5387749

Your ref: C9246 Our ref: bwbw Date: April 24, 20_ _

Xi'an Textile Import & Export Corp.

108 Lian Hu Road,