

policies and those universally-accepted rules and practices. In presenting an idea, especially in case of a dispute, one should bear in mind the national interests and proceed with good reasons and proper restraint. Care should be particularly taken to avoid ambiguity or misunderstanding. Otherwise, it will give rise to further correspondence, and thus wasting instead of saving time.

Generally speaking, the functions of a business letter may be said to be:

- 1) To ask for or to convey information;
- 2) To deal with matters concerning negotiation of business;
- 3) To confirm cables, telexes, telephones or face-to-face talks, especially important ones.

There is also an essential incidental purpose—that of building goodwill by creating in the mind of the reader an impression of the writer’s organization as one that is efficient, reliable and anxious to be of service.

Unlike a personal letter, a business letter should be business-like, for it plays a very important role in a transaction. Besides, it is written in order to achieve a definite purpose and often gives rise to the legal obligations of the writer.

When drafting such a letter, the writer should take the correct attitude towards the reader. That is to say, he should be courteous, honest, tactful and genuinely interested in promoting a mutually beneficial business arrangement, taking into account the reader’s requirements, level of understanding, and probable reaction to the information.

II. The Principles of Business Letter-Writing

There are several basic principles of good business letters, which are commonly called “the seven C’s”, i.e. 1) Correctness 2) Consideration; 3) Courtesy; 4) Clarity; 5) Conciseness; 6) Concreteness; 7) Completeness.

1. Correctness 正确

A business letter should contain accurate information and the writer should follow accepted standards of grammar, spelling, punctuation and sentence construction, for the letter concerns greatly the rights, obligations and interests of both the buyer and the seller; moreover, it is the basis of all commercial documents (such as the contract, the letter of credit, etc.).

The term correctness, as applied to business communication, means the writer should:

& address.)

Occasionally, for special purposes (for sales letters, circulars or some other purposes) the following impersonal salutations might be used:

Dear Customer:

Dear Friend:

Dear Audio/Video User/Enthusiast:

To Whom It/This May Concern: (often in a letter of recommendation)

Ladies and Gentlemen:

Dear Garment Department/Corporation: (modern and fashionable address to replace the old usage "Dear Sirs")

(5) The Body (The Message) 信的正文

As it contains the actual message of the letter, the body is the most important part of the business letter. It begins a double space below the salutation or, if the letter has a subject line, a double space below it. Paragraphs are ordinarily single spaced with double spacing between paragraphs.

The letter should be carefully planned and paragraphed. The first paragraph usually refers to previous correspondence; the paragraphs that follow will contain further details of the subject and the closing paragraph is a statement of your intentions, hopes or expectations concerning the next step.

Before you begin to write, you must first consider the following two points;

- a) What is your aim in writing this letter?
- b) What is the best way to go about it?

Since the main purpose of the letter is to convey a message, the letter should be written in a language that is easily understood. The following serves as reminders:

- a) Write simply, clearly, courteously, grammatically and to the point;
- b) Paragraph correctly, confining each paragraph to one topic;
- c) Use a short opening and a short closing whenever possible;
- d) Avoid stereotyped phrases and business jargon.

Margins 叶边空白

Margins contribute substantially to the visual impression a letter makes upon its reader. Margins should create the effect of a well-framed picture. Thus, there should be margins of at least one inch on both sides of the paper, at the top, and at the bottom. If your letter is very short, you should make your margins larger.

your firm. The majority of business emails have an informal tone.

“Dear Sirs” or “Gentlemen” are often used to salute a company. The former is the British way while the latter is the American way. “Dear Sir” is used to salute a head of an organization.

In semi-formal letters, “Dear Mr. X X” is used to address a man and “Dear Madam” or “Madam” is used to address a woman.

If you are writing to a person whom you are not familiar with, use his or her full name. e.g. “Dianna, ” “Ellen Wang,”

When the message is addressed to several people, “Hello all/folks” or “Greetings” or “Hi” or “Hello” is common. “Hi/Hello/ (+)first name” is a typical way of email greetings used in America.

Greetings in Japan and China tend to be more formal and traditional.

Body

The language used for e-mail is less formal, more to the point and more speech-like.

The writing principles for the body are conciseness, clearness and keeping to the point.

The matters to be noted are just the same as what are talked about in business letter-writing.

Most email messages are less than three paragraphs in length and fit into the first screen. If the message is too large, it would be better to write a short covering letter and have the details in an attachment.

Complimentary Close

The majority of business emails have an informal tone. The expressions below are often used:

Best regards.

All the best.

Thank you for your help.

Thank you, BBFN. (Bye bye for now.)

Signature

A signature block should contain all the information a recipient might require in order for him to respond to an email.

It should begin with the Sender’s Name, Job Title, and Business Organization. A Physical Location, Phone Numbers, Email Address, and Web-site should follow.

但商务信函最好注明标题，以便让读者一目了然，加快信函处理的速度。

20. template *n.* 模版

21. tool bar *n.* 工具栏

22. blind carbon copy (BCC) *n.* 密件抄送

23. to the point: expressed in a simple, clear way without any extra information or feelings
中肯、扼要

e.g. The letter was short and to the point. 这封信简短扼要。

24. keep to the point 切题，扣住主题

25. Signature Files 签名档

在给亲朋好友、客户等发邮件时，可以在邮件当中加上自己的电子名片，即签名档。通过某些官方网站，可以在线设计个性化名片或邮件签名档。这样每发出的邮件都带有自己设计的个性化名片、签名档后缀，这不但省去了繁琐的手动输入，还使得电子邮件的签名完全自动化。

电子邮件的签名特别重要，现今所有电子邮件的运营商都能支持网上签名这一功能。商务电子邮件必须由负责人亲笔签名，以表明该邮件是由发邮件方负责人亲自过目的，收信方应对此引起重视。但由于签名的字迹往往很潦草，不易识别，因此，为了使收件人弄清签名人的姓名，可在签名的下面用正规输入法打出姓名。

26. equivalent *n.* 相等物，等量，对应词（或语）

e.g. This is a Chinese equivalent of/for that word. 这是与那个词相等的汉语。

27. abbreviate *vt.* 缩略

e.g. 1) "Monday" is abbreviated to "Mon". "Monday" 被缩写成 "Mon".

2) "YL" is abbreviated from "your letter". "YL" 是 "your letter" 的缩写。

abbreviate 的名词形式是 abbreviation.

e.g. What's the abbreviation of/for "confirmation"? "confirmation" 的缩写形式是什么?

28. reference point *n.* 参考点，控制点

Part Five: Exercises

I. Answer the following questions:

1. What is the fax?
2. What contents can be transmitted by fax?
3. How is the fax charged?
4. Fax is superior to other communicating means such as the letter, the telegram, the telex,

Machines, and has referred us to your bank for detailed information about its credit standing, business capacity and character. We shall be very grateful if you will give us your frank opinion on these points regarding the company.

Any information you may give us will be treated strictly in confidence.

Yours faithfully,

Questions:

1. Which company is the writer inquiring about?
2. Why does the writer make his status enquiry?

Notes

1. 这是一封由出口商写给某银行的资信调查信，要求该银行提供标题公司的资信情况。通过此信发现，希望做出口商代理的一家美国公司（The Maryland Inc.）主动提出了自己的资信证明人——某银行，并要写信人直接向他们咨询该公司的资信状况。这种做法很便利，使写信人不再另外去函，索要该公司的资信证明人的名称和地址。

但是，有时商行收到的要求建立业务关系的国外来函中却没有提供此信息。这时，商行便可以再向其去函询问，能证明该公司的资信等情况的人是谁。或者，商人们也可向银行、商会或专业信用调查机构等去函询问。

从银行或商会获得的信息一般是最为可靠的。但银行不会直接向素不相识的商人提供信息，除非咨询来自他们的同行。因此，商人如要获得银行给予的信息，就得通过他自己的往来银行。

咨询信函大致是定型的。有些大公司用专门印好的、其中包括要求答复的各种问题的格式来进行咨询。

资信调查信的写作应特别注意客气、清楚、简洁等原则。

2. Confidential 机密

咨询信函通常在信头上标有“Confidential（机密）”或“Private & Confidential（机密并亲启）”的字样。这些字也同样写在信封上。

confidential *a.* 机密的，秘密的

e.g. a confidential secretary 机要秘书

confidential files 机要档案

confidential information/documents 机密情报/文件

To give you a general idea of our products, we enclose a brochure and a pricelist showing various products being handled by this corporation with detailed specifications and means of packing. Quotations and samples will be sent upon receipt of your specific enquiry.

As for our credit standing, we are permitted to refer you to following bank: The Bank of China, Sichuan Branch, 35 Section Two, Renmenzhong Road, Chengdu, China.

We look forward to your early reply with much interest.

Yours faithfully,

Questions:

1. Who may write the letter, the buyer or the seller?
2. How does the writer arrange his ideas when writing the letter? Is this letter written according to what you are told about as to the way of writing such a letter?

Notes

1. specialize v.

- 1) to study or work in one narrow part of a general field 专门从事（某行当）
e.g. He **specializes in** agriculture.

In the university you can **specialize in** the humanities or the natural sciences.
在大学里，你可以专攻人文学科和或自然科学。

- 2) to (make sb.) trade in one particular type of product or service; to (make sb.) deal exclusively in 专门经营；使……专门经营
常用的习惯搭配有：specialize in; be specialized in

e.g. We are pleased to inform you that we **specialize in** Chinaware. 我们专门经营陶瓷器。

Being specialized in the export of Chinese Art and Craft goods, we express our desire to trade with you in this line.

我们专门出口中国工艺品，愿与贵方开展这方面的业务。

2. to open an account with sb.: to enter into business relations with sb.

与……建立业务关系（此处实际意为：与某人建立账户往来关系）

Sample Letter Five: Reply to the above Letter**New Words & Expressions**

heavy demand 大量需求

quality *n.* kind, sort 品种, 种类irrevocable L/C: an L/C that cannot be withdrawn or cancelled once issued
不可撤销的信用证confirmed L/C: an L/C confirmed by a third bank which gives its own guarantee that
the seller's draft will be honoured if the issuing bank fails to do so 保兑信用证

to open an L/C: 开(立)信用证 类似的表达: to establish an L/C

Dear Sirs,

Re: Canned Mushroom

Thank you very much for your enquiry of July 16 about the subject canned food. We are glad to know that there are heavy demands for our products in your place. In the following please find our prices for the three qualities of canned mushroom in which you are interested:

Item	Quantity (Case)	Unit Price (CIF net New York per case in U.S. Dollar)
6 x 68 oz. Stem & Piece	1 500	12.8
24 x 16 oz. Button Slice	1 000	13.5
24 x 8 oz. Button	2 000	12.9

For your information, we have stocks on hand of the first two qualities that can be shipped by the first available vessel sailing to New York direct about one week after receipt of your irrevocable and confirmed letter of credit. As for the delivery of the last quality, we can ship it about one month after receipt of your L/C.

You are requested to open the L/C immediately should the prices quoted above be acceptable to you.

Yours faithfully,

- how many suppliers are to be approached in one and the same region?
3. What are the types of enquiry?
 4. Should enquiries be addressed to an individual? Why not?
 5. What is a "First Enquiry"? What should be normally included in it?
 6. What should the answers to enquiries be?
 7. What should enquiries be?

II. Choose the best answer:

1. We acknowledge _____ thanks the receipt of your enquiry of 11th May, 2008.
A. with B. by C. in D. to
2. As we are in the market for auto parts, we should _____ if you would send us your best quotations.
A. pleasure B. please C. be pleased D. pleasing
3. We put forward for your consideration an offer for our new products, and hope you will _____ this opportunity.
A. make good B. take advantage of
C. take care of D. look for
4. We look forward to _____ your orders soon.
A. get B. have C. receiving D. taking
5. You may _____ that we will ship your order without delay.
A. ensure B. assurance C. assured D. rest assured
6. Please be informed that the quotation _____ change without previous notice.
A. subjects to B. subject to C. is subject to D. is subjected to
7. We intend to furnish you with our substitute, which is of good quality and will be offered at a more _____ price.
A. good B. better C. cheaper D. favorable
8. We are sending you by _____ post the samples for the new season.
A. another B. other C. separate D. extra
9. The supply is inadequate to _____ the demand.
A. meet B. have C. surpass D. catch
10. We shall be pleased to forward samples and catalogues as well as detailed information upon _____ of your reply.
A. receive B. receiving C. receipt D. received

Counteroffers, counter-suggestions or counter-bids may be made more than once before a transaction is concluded.

A counteroffer should include the following:

- 1) Thank the seller for his offer (or samples, if any);
- 2) Express regret at inability to accept and give the reason why you cannot accept;
- 3) Make a counteroffer if, in the circumstances, it is appropriate;
- 4) Suggest other opportunities to do business together.

III. Quotation

A quotation is not an offer in the legal sense, which is merely a notice of the price of the goods being sold. Unlike an offer, a quotation is usually not legally binding upon the seller, neither has it a fixed time of validity. However, at times, a quotation is made together with all the necessary terms and conditions of sales. In this case, it amounts to an offer.

Notes

1. offer *n. & v.* 发盘, 报盘 (包括货名、规格、数量、价格、船期及答复期限等) 在 make an offer, send an offer, give an offer 后通常接介词 for 或 on.

e.g. Please **offer** the following goods: 请报盘以下货物:

We **offer firm for** our 500 pieces of raincoats. 我们现报我方 500 件雨衣的实盘。

We shall be very much appreciative/obliged/thankful if you will **give us** your most competitive **offer**. 惠请你方给我方报来最有竞争性的盘。

We are pleased to **offer** you our 50 M/T White Crystal Sugar **at** US\$1 500 **per** M/T FOB Qingdao.

现向你方报盘我方 50 公吨白砂糖, 每公吨 1 500 美元, 青岛装运港船上交货价。上句也可写成:

We take pleasure in **making you our offer for** 50 M/T White Crystal Sugar **at** US\$1 500 **per** M/T **on** FOB Qingdao **terms/basis**.

This **offer** is **subject to** our (final) confirmation. 本报盘以我方 (最后) 确认为准。

Our **offer** is/remains good/open/firm/valid/effective **until/till** the end of this month. 我方报盘有效期直至本月底。

注意, 在商务英语中, 还有一个词 quote (动词, 其名词为 quotation) 表示“报价”,

This offer is subject to goods being unsold.

Since the market is advancing, you will surely find our price competitive and we are looking forward to your immediate acceptance.

Yours truly,

Question:

Is this letter a firm offer or a non-firm offer? Why?

Notes

1. We offer 500 metric tons of polished long grain rice, 2010 crop, 20% broken, at USD230 per metric ton FOB Huangpu, for shipment during October/November 2010.

现向你方报盘 500 公吨长颗粒精细大米，2010 年产，20% 碎粒，每公吨 230 美元，黄埔装运港船上交货价，2010 年 10 月和/或 11 月装运。

2. Payment is to be effected by irrevocable sight L/C.

以不可撤销的即期信用证支付。

Payment 的常用动词搭配为 effect, 也可用 make, 表示“支付”、“付款”或“办理支付”:

e.g. Please **make payment** for your order by the end of May.

请于 5 月底以前支付你方订单货款。

3. This offer is subject to goods being unsold.

此报盘以货物未售出为准。

4. the market is advancing: 市价上涨 market 在此处为“市价，行情”之意。

e.g. Our quality is far beyond comparison. Besides, the **market is advancing**. Our goods can always find a good sale.

我们的质量是无与伦比的。而且行情上涨，我们的货物销路一直很好。

market 还可作“需求；销路”解释：

e.g. There is a **good market for** motorcars now. 现在汽车的销路挺好。

There's **no market for** these goods. 这些货物没有销路。

market 的最普通含义为“市场；股票市场；市集”

e.g. They **put** a new product **on the market**. 他们向市场推出一种新产品。

market vt. 1) 在市场上出售，在市场上交易，使上市，销售

The firm **markets** many types of goods. 这家公司在市场上销售多种商品。

Sample Letter Four

New Words & Expressions

- sample *n.* one of a number of things, or part of a whole, that can be looked at to see what the rest is like; specimen 样品, 货样, 标本
- garment *n.* article of clothing (一件) 衣服
- medium *a.* in the middle between amounts, extremes, etc; average 中间的, 中等的, 平均的
- handle *v.* deal with, manage or control (people, a situation, a machine, etc.) 对付、管理或控制 (人、情况或机器等)
- decline *v.* say no to sth.; refuse (sth. offered) 拒绝 (接受某物); 通常指 (谢绝)

Dear Mr. Peng,

Thank you for your fax of August 18 and the samples of Cotton Underwear you sent us.

We appreciate the good quality of these garments, but unfortunately your prices appear to be on the high side even for garments of this quality. To accept the prices you quote would leave us only a small profit on our sales since the principal demand in our market for articles is in the medium price range.

We like the quality of your goods and also the way in which you have handled our enquiry and would welcome the opportunity to do business with you. May I suggest that you could perhaps make some allowance on your quoted prices that would help to introduce your goods to our customers?

If you cannot do so, then I am afraid we have to decline your offer as it stands. We look forward to your favorable reply.

Yours sincerely,

(signature)

Carrie

Purchasing Manager

11. I'm afraid I don't find your price competitive at all.
我看你们的报价毫无任何竞争性。
12. If this order is satisfactorily executed, we shall be only too glad/pleased to place further orders with you.
如此次订单的执行令人满意，我们将非常乐意继续向贵方订货。
13. We can always count on them: they'll never fail us.
我们总是相信他们，他们不会令我们失望。
14. Silence or inactivity during the validity of the offer amounts to a declining.
在发盘有效期内保持沉默与不行动等同于拒绝。
15. Thank you for your trouble in this matter. 此事烦劳贵方，谨表谢忱。

Part Five: Exercises

Exercises in Class:

I. Answer the following questions:

1. What is an offer? In what way is an offer usually made?
2. What's the difference between an offer and a quotation?
3. What's the difference between a firm offer and a non-firm offer?
4. What's the meaning of "validity of an offer"?
5. What does a satisfactory offer generally include?
6. What is a counteroffer?
7. Please explain "Conditional Acceptance".
8. What should a counteroffer include?

II. Choose the best answer:

1. The offer is valid _____ three days.
A. in B. at C. for D. to
2. We look forward _____ your reply.
A. to B. toward C. by D. for
3. Our offer is subject _____ your acceptance promptly.
A. at B. in C. for D. to
4. Our company is _____ the market for that type of product.
A. for B. at C. in D. to

我们应该索取目录上的样品来检验一下。

original sample 原样 duplicate sample 复样 sealed sample 封样

counter sample 对等样品 reference sample 参考样品

5. order *v./n.* 订货; 订单; 次序

e.g. place an order with sb. 向某人订货

accept/entertain an order from sb. 接受/承接某人订货;

decline one's order 谢绝订货;

fulfill one's order 按订单履行订货/交货义务

Thank you for your orders, but we are now not in a position to entertain any fresh orders just because we have a large backlog.

感谢贵方订货, 但由于我方手中订单积压过多而无法接受任何新的订货。

in (good) order = complete and perfect 完好无损; 完整无误

Even though your goods are found in order, we still insist on our right to re-inspect them.

to one's order = to title sb. in a commercial document 以……为抬头

You are requested to issue the invoice to our order. 请将发票做成我方抬头。

We demand for a bill of exchange to order, without recourse.

我方要求开具空白背书、无追索权的提单。

Sample Letter Two

New Words & Expressions

conference desk *n.* 会议桌

credenza *n.* 书橱

executive chair *n.* 大班椅; 老板椅

letter tray *n.* 信纸盘

sandalwood *n.* 檀香木(色)

beige *n./a.* 米色, 米黄色

C.O.D = cash on delivery 货到付款

net cost *n.* 净价; 净成本

a target completion date 规定竣工日期

let me know immediately.

Yours sincerely,

Berenice Chamala
Supervisor, Clerical Services

BKC: amm

Notes

1. ea. =each

2. C.O.D =cash on delivery 货到付款

e.g. We can send it C. O. D. or you can pay by credit card.

我们可以用“货到付款”的方式寄，你也可以用信用卡付钱。

We usually accept payment by L/C at sight draft or by T/T in advance, but never by C. O. D. 通常我们接受即期信用证付款或电汇。我们从没有接受货到付款的方式。

3. Discount *n.* 折扣; *vi.* 贴现; 打折扣出售商品; *vt.* 打折扣; 将……贴现; 贬损

e.g. When quoting, please state terms of payment and discount you would allow on purchase of quantities of not less than 500 dozen.

报价时，请说明付款条件和对购买不少于500打的数量所给予的折扣。

To our regret, we are unable to accept your order at the price requested, since our profit margin does not allow us any concession by way of discount of prices. 很抱歉，我方不能按贵方所要求的价格接受订单，因为我方利润已不容许我方再打任何折扣。

The store discounted all computers for the sale. 该店削价出售全部待售的电脑。
Automakers discounted their overpriced cars.

汽车制造商打折扣卖掉定价过高的汽车。

4. due *a.* 到期的; 预期的; 应付的; 应得的 *n.* 应付款; 应得之物

e.g. Please try your utmost to ship our goods by S.S. "Peace" which is due to arrive at Hamburg on May 8 and confirm by return that goods will be ready in time.

请尽量用：“和平”轮装运我方货物，该轮预计于5月8日抵达汉堡。请早日复函确认货物已及时备妥。

Rejecting Ordered Price

Dear Sirs,

We refer to your Order No.345 and regret to say that we are not able to accept your bid price (出价) for Frozen Rabbit Meat.

As you may be aware that the prices for foodstuffs have gone up sharply owing to the rough weather, it is impossible to purchase supplies at economic prices. Moreover, we have improved our packing method, as you may have seen from our samples, which cost us a lot.

The price, therefore, is 8% higher than your bid. For the market is firm with an upward tendency (上涨的趋势), we advise you to accept our price without delay. In view of (由于) our long business connection we will definitely keep supplies available for you if you amend the price in your order within 5 days.

Yours faithfully,

Tips for refusing an order

When refusing or declining an order from a customer, you should:

- 1) Express pleasure and thanks at receiving the order at first;
- 2) Confirm the way of packing, payment and shipment etc.
- 3) Regret to make a counter offer, or
- 4) Regret to send substitutes, or
- 5) Regret to decline the order.

Notes

1. refer 在商业中这个动词用得很广。

e.g. ...has been referred to us for attention…… (信) (已转交我公司办理。)

Your letter addressed to the Ministry of Foreign Economic Relations and Trade has been referred to us for attention. (...has been passed on to us for attention.)

Your Commercial Counselor's Office has referred us to you for establishing business relations with your corporation. (叫我们与你联系有关……)

Please refer to our bankers for our reference. (资信情况) 请向我银行询问

We wish to refer to the payment terms contained in your letter of Dec. 19. (谈

一谈) (提一下)

We have examined the documents referring to the first shipment under Contract No. 4567. (有关)

2. regret *v.* feel sorry (for) 后悔; 惋惜; *vi.* 感到后悔; 感到抱歉 *n.* 后悔; 遗憾

regret doing 对做过的事表示遗憾、后悔; regret to do 对要做的事表示抱歉或遗憾

e.g. We regret to inform you that we do not have in stock the goods in the desired quality.

我方遗憾地通知贵方, 所要品质的物品我方没有存货。

As wages and prices of materials have risen considerably, we regret that we are not in a position to book the order at the prices we quoted half a year ago.

由于工资和原料价格大幅上涨, 很抱歉无法按我方半年前所报价格接受订单。

To our regret, we are unable to accept your order at the price requested, since our profit margin does not allow us any concession by way of discount of prices. 很抱歉, 我方不能按贵方所要求的价格接受订单, 因为我方利润已不容许我方再打任何折扣。

As our factories are fully committed for the fourth quarter, we regret our inability to entertain any fresh order.

由于我方工厂第四季度所接订货已满, 我们歉难接受新的订单。

另外, regretful 与人连用, 表示感到遗憾; regrettable 与物连用, 表示令人遗憾。

e.g. As scientists, we feel greatly sorrowful and regretful and once again we intensively feel heavy responsibility shouldered for disasters prevention and reduction. 作为科学工作者, 我们深感痛惜, 再次强烈地感受到沉重的防灾减灾责任。

We feel it very regrettable that you find our price on the high side. 对于你方认为我方价格偏高, 我感到非常的遗憾。

3. bid (price) *v./n.* a formal proposal to buy at a specified price; propose a payment 出价; 投标

e.g. One person close to the deal said the final deadline for offers had not passed, but no bid was expected from Walmart.

接近该交易的一名人士表示, 虽然提交竞价的截止时间尚未过, 但预计沃尔玛不会参与竞标。

Although your bid is below our level, we accept this order as an exception, with a view to initiating business with you.

尽管你方出价低于我方水平, 但考虑到初次与你方交易, 我们破例接受这一订单。

invite bid 招标; make a bid 投标; open bid 开标

win a bid 中标; lose a bid 未中标; withdraw a bid 撤标

4. go up sharply 急剧上涨

表示价格等急剧上涨, 类似的表达法还有:

The price of steel jumped sharply last year. 去年钢材价格急剧上涨。

Yet now, food prices have risen sharply. 然而现在, 粮食价格急剧上涨。

Discontent had been simmering since the beginning of the year, after a steep increase in energy prices. 从今年开始, 能源价格急剧上涨之后, 不满一直在发酵。

In 1974, when OPEC first engineered a dramatic rise in the price of oil, there was a sharply negative effect on the economic growth of most countries.

1974年, 当石油输出国组织(OPEC)第一次策划了石油价格的急剧上涨, 对于大多数国家的经济增长产生了十分消极的影响。

5. at economic price 合算的价格

6. firm with an upward tendency (市场) 坚挺, 行情看涨。

7. in view of = in consideration of 鉴于; 考虑到

e.g. In view of our long-standing relations, we decide to reduce the price.

鉴于我们长期的业务关系, 我们决定降价。

In view of their size and their likely growth in the next few decades, finding a way to bring China and India into a global carbon abatement system is crucial.

从两国的规模以及未来数十年的潜在增长来看, 设法让中印加入全球碳减排行动是至关重要的。

with a view to 以……为目的; 着眼于; 带有……观点; 为了

e.g. As a matter of fact, most disputes can be settled in a friendly way, with a view to developing a long-term relationship.

事实上, 本着发展长期关系的意愿, 大多数争议都是可以通过友好的方式来加以解决的。

8. available a. able to be obtained or supplied 可得到的; 可提供的

e.g. Good quality jeans are only available on the black market in this city.

在这个城市, 上乘的牛仔裤只有在黑市上才能买到。

We shall be very glad to receive your offer on those agricultural produces now available for export. 若能就目前可供出口的农产品报盘, 将十分高兴。