



Writing English for Business

实用英语“快易通”

简新亚 主编 简新亚 简易 杨青 编著

英文 信函写作

“快易通”



清华大学出版社

Writing English for Business 实 用 英 语 “ 快 易 通 ”

简新亚 主编 简新亚 简易 杨青 编著

英文 信函写作

“ 快 易 通 ”

清华大学出版社
北 京

内 容 简 介

信函是实际交往工作中最主要的联系方式,也是实用英语写作的重点。一封语言畅达、表达得当、行文规范的书信可以增进彼此间的了解和信任,从而达到事半功倍的效果。然而,按照使用类型划分,书信的种类很多,虽然形式变化不大,但语气的把握,语言的驾驭对于绝大多数的实际工作者来说确非易事。《英文书信写作“快易通”》将书信使用类型分类,以规范、标准的写作范例为基础,结合工作及私人交往中的具体情况有的放矢地讲解,使读者能够迅速掌握书信的写作要领,并根据需要写出规范得体的书信。本书对于从事办公室、商务及其他涉外工作的人员具有极大的帮助,同时也对商务英语的考生掌握相关的写作技巧并提高考试成绩也有助益。总之,《英文书信写作“快易通”》是工作和学习过程中必不可少的速成教材和案头书。

本书是《实用英语“快易通”》系列中的一本。《实用英语“快易通”》根据英语常用范围分类,包括《英文公务写作“快易通”》、《英文商贸联络“快易通”》、《英文书信写作“快易通”》和《英文合同协议“快易通”》4个分册。

图书在版编目(CIP)数据

英文书信写作“快易通”/简新亚,简易,杨青编著. —北京:清华大学出版社, 2003

(实用英语“快易通”/简新亚主编)

ISBN 7-302-06876-3

I. 英… II. ①简… ②简… ③杨… III. 英语—书信—写作 IV. H315

中国版本图书馆 CIP 数据核字(2003)第056070号

出 版 者: 清华大学出版社

<http://www.tup.com.cn>

社 总 机: 010-62770175

地 址: 北京清华大学学研大厦

邮 编: 100084

电 话 服 务: 010-62776969

责任编辑: 徐梦非

封面设计: 郑 晶

版式设计: 肖 米

印 刷 者: 北京大中印刷厂

装 订 者: 三河市新茂装订有限责任公司

发 行 者: 新华书店总店北京发行所

开 本: 176×254 印张: 20.75 字数: 425 千字

版 次: 2003 年 11 月第 1 版 2003 年 11 月第 1 次印刷

书 号: ISBN 7-302-06876-3/H·488

印 数: 1~5000

定 价: 31.00 元

前言

FOREWORD

国际经贸活动日趋频繁，经济全球化渐行渐进，竞争愈演愈烈。为求未来生存与发展，发展中国家应全力发展经济并拓展国际贸易市场。

英语事实上已成为国际交往的通用语言。国际贸易市场的拓展有赖于娴熟的英语运用能力。书信不仅是相互情感交流不可或缺的桥梁，亦是社交和商贸之重要工具。书信是否流畅规范，文词是否简明扼要、情感流露是否礼貌得体，这会对您的社交或商务成功产生决定性的影响。有鉴于此，学习并准确把握英文信函的写作要领和方法是从事任何涉外工作和生活的基礎。

本书所编撰之各类商务公务及私人信函范例，为目前国际交流中最常用的现代英文标准书信实例，有一定英语基础的读者一看就能理解运用，并融会贯通，写出自然流畅、简洁明快、富有吸引力的书信。令对方对您的诚实与能力产生信任，进而愿与您交往并与您建立可靠的业务关系。即使英语尚欠火候的读者，也可参看本书所提供的信函范文，“照葫芦画瓢”，写出像样的英文书信，引起对方的好感，可谓得心应手。同时，本书含有一些内容对报考剑桥商务英语等级证书的考生有参考借鉴作用。本书内容涉猎面较广，词汇量丰富，善用此书对学习和掌握必要的词汇和用语，提高阅读、写作的应试技巧和能力，很有帮助。因而，本书也是英语等级考试的考生的自学参考书。

本书是《实用英语“快易通”》中的一本，该系列还包括《英文公务写作“快易通”》、《英文经贸联络“快易通”》和《英文合同协议“快易通”》。这些书对于读者全面掌握英文实用写作将大有帮助。

作者

2002 年 11 月 16 日

目 录

CONTENTS

前言	I
第一章 询问信 (Letter of Enquiry).....	1
第二章 答复询问信 (Reply to Enquiry)	10
第三章 电子邮件问答 (E-mail: Questions and Answers).....	26
第四章 请求信 (Letter of Request)	43
第五章 答复请求信 (Reply to a Request).....	63
第六章 促销信 (Letter of Promotion).....	79
第七章 投诉/索赔信 (Letter of Complaint).....	99
第八章 答复投诉信 (Reply to a Complaint)	113
第九章 求职信 (Letter of Job Application).....	122
第十章 人品证明信 (Letter of Reference).....	139
第十一章 推荐信 (Letter of Recommendation).....	162
第十二章 辞职信 (Letter of Resignation).....	172
第十三章 表达感想信 (Letter of Reflections).....	177
第十四章 道歉信 (Letter of Apology).....	185
第十五章 告诫信 (Letter of Warning).....	194
第十六章 欢迎信 (Letter of Welcome).....	199
第十七章 通知信 (Letter of Advice)	211
第十八章 感谢信 (Thank-you Letter)	236
第十九章 邀请信 (Letter of Invitation)	248

第二十章 答复邀请 (Reply to an Invitation).....	254
第二十一章 慰问信 (Letter of Sympathy).....	258
第二十二章 祝贺信 (Letter of Congratulations)	266
第二十三章 表扬信 (Letter of Compliments/Praise)	275
第二十四章 募捐信 (Letter of Collection).....	290
第二十五章 明信片 (Postcard).....	298
第二十六章 馈赠信 (Letter of Delivering a Present)	302
第二十七章 谢绝礼物信 (Letter of Declining a Gift).....	308
第二十八章 回执 (Acknowledging Receipt).....	313





询问信

Letter of Enquiry

一、询问信的写法

询问信通常比较简短而直截了当。有时需询问好几个问题，这样，询问信或许要长些。如果查询或询问的问题较多，应该把问题排序编号，使所询问的问题明朗清晰，便于对方参照回答。询问信的内容通常包括：(一)询问/查询的具体问题；(二)陈述或暗示查询/询问的原因；(三)表示谢意。写查询/询问信，无论长短，必须注意自信、礼貌、简洁、有说服力。不可使用祈使句型或命令式，语气要谦虚平和，不可显得居高临下、发号施令，更不可傲慢无理。

二、询问信范例(Samples of the Enquiry Letter)

(一) 写信询问“天坛”牌案头摆设的制作等情况 (Asking information about a desk set)

写信背景：公司计划预订一批办公桌摆件，作为公司“年终杰出经营奖”奖品。写信给公司询问产品制作、价格等情况。

December 12, 2002

Gentlemen:

I have just seen your Heaven Temple desk set that includes the corporate logo, a nameplate, and a brief message. The owner (a Data Control executive) said it had been awarded by his company for outstanding management performance.

I am interested in the Heaven Temple desk set for a similar purpose and would like full details about it, including prices, styles, and colors available. Our logo appears above, and we would want it reproduced exactly as shown.

Thanks for your help.

Yours truly,

John Smith

John Smith



内容简析：此信条理分明：(一)直接告诉厂商怎样知道该产品的信息。(二)告诉厂商拟将案头摆设用作奖品；然后，询问产品价格、制作等详情。(三)询问厂商是否能确保“标识”相配。(四)结尾表示感谢。注：corporate logo 公司标识。

(二) 询问铲车司机表现 (Asking for a brief written evaluation of the drivers)

写信背景：公司经理计划给员工评级发奖，致函铲车组领班，询问铲车司机工作表现，要求写出书面评语。

<p style="text-align: right;">November 10, 2002</p> <p>Dear Ms. Lewis:</p> <p>Would you please make a brief written evaluation of each of your fork truck drivers, covering the following points:</p> <ul style="list-style-type: none">(1) Description of duties(2) Performance rating for each of the duties(3) Outstanding weaknesses and strengths <p>Rank performance from a high of 4 to a low of 1. Number 4 is consistent performance above the position's requirements.</p> <p>Please have these ready for my review by November 22, 2002. We will discuss the ratings on December 12 and set up a program for performance improvement.</p> <p>A prompt reply will be appreciated.</p> <p>Sincerely yours,</p> <p><i>John Smith</i></p> <p>John Smith</p>
--

内容简析：信中所提几点要求清楚：(一)给每个铲车司机写个评语；(二)评语内容包括：描述每个司机职责；对每个职责的业绩评价；突出的优缺点。(三)工作表现分为 4 个等级，表现最高为第四等，依次类推，最低为第一等。(四)11 月 22 日之前把评语准备好，12 月 12 日讨论评级，制定改进业绩计划。

此信简明扼要，没有赘语，所提要求，一目了然。注：rating 等级评价，级评。

(三) 询问有关参加商务英语培训事宜 (Enquiry about Business English Course)

写信背景：询问人想于九月份报名参加商务英语培训，致函培训中心教务主任，询问有关事项。

321 White Stay Lane
Cary, Illinois 60016
August 7, 2003

Dear Dean McDonald:

I will start my business English training at Business Training Center in September.

My present plans are to specialize in business writing. I hope that the teachers will teach me how to edit, how to add interest, and how to position ideas strategically. I receive the training course first and write effective business letters, memos, proposals, and reports afterwards. Perhaps you can help me select the courses and their sequence to ensure that I take the necessary ones. We might also discuss my understanding of my goals.

I would appreciate an appointment with you — at your convenience. Please write to the above address or phone after 7:00 p.m. at 000-000000.

Yours sincerely,

John Smith

John Smith

内容简析：此信提出参加商务培训的时间——9月，参加培训的目的——学习商务写作。请对方协助选择有关课程。信很简练。注：training course 培训课程。

(四) 索取有关入学培训信息资料 (Requesting information about Wall-Street Business School)

写信背景：询问人想报名参加暑期华尔街商学院开办的“商务交流”培训班，致信注册报名处，要求校方提供有关信息资料。

September 9, 2003

Dear Registrar:

Please send the information I need to enroll in Wall-Street Business School. I plan to start this coming fall in your Business Communication class.

A prompt reply will be appreciated.

Yours faithfully,

John Smith

John Smith



内容简析：全信只有三句话，简洁明快。注：Business Communication 商务交流。

(五) 致信市政经理了解棕榈滩情况 (Asking for information about Palm Beach city)

写信背景：写信人还有五年退休，打算退休后到海滨城市棕榈滩定居。致信棕榈滩市政经理，询问该城信息。

June 6, 2003

Dear City Manager:

Palm Beach, Florida of USA, is of the location my wife and I are considering for retirement, which will be in five years.

Please send us general information about Palm Beach, especially data that would be of interest to a retired couple. We may wish to buy residential property in Palm Beach before retirement.

Receiving this information would be greatly appreciated.

Sincerely yours,

John Smith

John Smith

内容简析：此信写得礼貌、简洁，把想要了解棕榈滩情况及了解情况的原因说得很清楚。注：residential property 居住房产；适于居住的房地产。

(六) 发传真给旅行社，询问到纽约旅游的相关信息 (Asking information about travel to New York)

写信背景：计划十月份去纽约旅游，致函旅行社要求提供相关信息。

July 4, 2003

Attn: Manhattan Travel Agency

Dear Sir, or Madam:

My wife and I would like to spend about a week in New York during the first half of October. We will be the first-time visitors.

We would fly from and return to Beijing, China, and stay in a first-class hotel. Would an optional excursion be helpful? What side trips should we take? Would a paid guide be worthwhile?

Please send what information you can with a suggested itinerary and an estimate of the cost.

Yours truly,

Wilson Harris

Wilson Harris

内容简析：此信简洁清晰，把所要查询的信息说得很清楚。注：itinerary 旅行路线；旅程安排，旅行计划。

(七) 询问礼物是否收到 (Enquiry about arrival of the present parcel)

写信背景：询问人夫妇今年到得克萨斯州旅游受到朋友的热情款待，11月初给朋友寄去礼品，到12月中旬尚未收到对方回音。于是，圣诞节前写信询问朋友是否收到礼品。

December 16, 2003

Dear Patterson:

I know this is a busy season for you, but I wanted to ask if the parcel I mailed you the sixteenth of last month has arrived. If it has not, I will have the post office put a tracer on it.

The parcel is a leather portfolio case and is a thank-you gift for the time you took from your busy schedule to show James Richardson some of the interesting parts of Texas. Both James and I appreciate your kind hospitality.

Yours sincerely,

John Smith

John Smith

内容简析：信分二段。第一段询问对方是否收到上月寄去的一个包裹，若未收到，将要求邮局查询。第二段告诉对方包裹内装一个皮革公事包。这是谢礼，感谢对方盛情接待詹姆斯访问得州。此信内容简洁清晰。

(八) 写信查询历史事件的有关资料 (Asking for information about historical events)

写信背景：查询人正在撰写一篇关于30年代经济大萧条的文章，不能确定1934年以前卫生巾就已问世，写信查询。

January 22, 2003

Dear Mr. Walker:

I am writing an article about events during the Great Depression of the 1930s. Were sanitary napkins used before 1934?

Your answer will be appreciated.

Sincerely yours,

John Smith

John Smith

(Answer: Yes, first used in 1919.)

内容简析：信非常简短，只有三句话，但说清楚了所要查询的问题及查询原因，并且表示感谢。

注意：写此类查询信，不宜太长，一次查询的问题不要提得太多。否则，令对方生厌，很可能把你的要求搁置一边。注：Sanitary napkin=sanitary towel 卫生巾。

(九) 查询新公司的名称等信息 (Asking for a new address of the new company)

写信背景：合作伙伴成立新公司。致信合作伙伴询问新公司的名称、第一届董事会成员以及财政年度等信息。

<p style="text-align: right;">June 6, 2003</p> <p>Dear Mr. Anderson:</p> <p>I will proceed to clear the proposed name of your new corporation and arrange to set it up as soon as you notify me to go ahead. When you call me, I will also need the following information:</p> <ol style="list-style-type: none">1. Names and addresses of directors to be elected at the first meeting2. Names and addresses of officers of the corporation3. The fiscal year to be selected by the corporation <p>I enjoyed meeting you yesterday and look forward to meeting the other principals as soon as they are all back in town.</p> <p>Sincerely yours,</p> <p><i>John Smith</i></p> <p>John Smith</p>

内容简析：此信行文简练，条理分明。注：director 公司董事；fiscal year 财政年度。

(十) 询问有关家庭器具维修情况 (Asking for information about home appliance-maintenance service)

写信背景：听说朋友开业搞家庭器具维修，写信询问维修服务项目。

July 4, 2003

Dear Mr. Holmes:

I understand you offer a homeowner's appliance-maintenance service. Please send me a brochure or list of your services, including any restrictions, and the costs for various appliances covered.

Do you cover other house repairs such as plumbing and electric wiring?

A prompt reply will be appreciated.

Sincerely yours,

John Smith

John Smith

内容简析: 此信直接提出希望对方介绍家用器具维修服务项目以及收费标准等情况, 简短明了。注: **appliance-maintenance service** 家电维修服务。

(十一) 询问有无《管理分析》一书 (Asking for a book)

写信背景: 进行管理学研究, 急需有关管理学方面的参考专著, 写信求购。

August 9, 2003

Dear Sir or Madam:

Re: 'Management Analysis' by Robert Lee

I am writing to inquire whether you have a copy of Mr. Lee's book in stock, as I wish to obtain one as soon as possible. Please let me know if the book is available, and your charge for postage to Beijing. I would also be interested in Mr. Lee's previous book, 'Management Matters', published in 1998. I enclose a stamped addressed envelope for your reply.

Yours faithfully,

John Smith

John Smith

内容简析: 求购专著信, 必须把书名和作者准确地告诉对方, 以便查询。这封信把所要查询的书名和作者都提到了。当然, 如果让收信人知道出版社和出版时间则更便于对方查询。注: **stamped addressed envelope** 邮资预付信封。

(十二) 询问有关促销礼品的价格及样品的信息 (Enquiry about promotional gifts)

写信背景: 从广告上获悉促销礼品信息, 写信索取促销礼品样品及相关信息。



Justin Box
12 Ark Avenue, Hastings, Sultan HA36CE

Manhattan-Windsor
Steward Street
Birmingham B18 7AF

Your ref:
Our ref: SB/SM

16 February, 2003

Dear Sirs:

With reference to your advertisement in yesterday's Times, would you please send me full details, prices and samples of your promotional gifts.

Yours faithfully,

S BOWEN

Marketing Manager

Marketing Manager

内容简析：信非常简洁，只有一句话，但是把写信原因和要求说明白了。注：promotional gift 促销礼品。

(十三) 请求提供旅游信息 (Asking for travel information)

写信背景：写信给伦敦旅游信息中心了解到伦敦旅游观光食宿等信息。

June 22, 2003

Dear Sir/Madam:

I am a Chinese student and going to study at a university in Scotland next month. On my way to Scotland, I am planning to make a two-day stopover (I will have two-day stay) in London.

London, as the capital of Britain, is not only a political but also an economic and cultural center. It always offers tourists a lot of things to enjoy and many interesting places to visit.

However, this is my first time to London, I do not know much about the beautiful city. I would like to make full use of my stopover in London before proceeding (traveling) to Scotland. Firstly, I will need accommodation for one night at a hotel. Secondly, I want to do some sightseeing, to see as much as possible of the city, such as Big Ben, Tower of London and the Buckingham Palace. Finally, as a student, I have a very limited budget.

I would be very grateful if you could give me some suggestions on my accommodation and visiting places in light of my situation, and send me some tour handouts and the map of London.

I am looking forward to hearing from you soon.

Yours faithfully,

Liu Dehai

Liu Dehai



内容简析：信分四段。写信者称自己是赴苏格兰一所大学学习的学生，途经伦敦停留二天，想参观旅游一番，请对方就住宿和参观方面提出建议，并寄旅游宣传品及伦敦地图。

这封信语言流畅，层次清楚。注：stopover 中途停留。

三、常用语句

(一) 查询

1. Please send information about traditional inns in your country.
2. For my annual purchasing study, please send me a list of the minority vendors from whom you made purchases during the last 12 months.
3. Mr. Anderson has asked that I provide him with an analysis of personal computer sales, by customer, during the third quarter of this year. Please send this data to my attention.
4. Please send us general information about Beijing, especially data that would be of interest to a retired couple. We may wish to buy residential property in Beijing before retirement.
5. Please let me know what their sales activity has been this past year and what you see for the coming year.
6. Do you recommend a particular system or set of forms for bookkeeping for automotive shops?

(二) 要求

1. Phone me if you need any assistance with what to say or how to write the article.
2. As soon as possible, please let us know our credit has been approved.
3. Please look into this and let me know what will be done.
4. Please send us a catalog of your office furniture and suppliers.
5. I would appreciate your comments and any suggestions.

(三) 结尾

1. All the best.
2. I look forward to receiving your reply.
3. Your cooperation will be greatly (truly) appreciated.
4. Your cooperation and understanding will be appreciated.
5. Your promptly reply will be appreciated.
6. We will appreciate receiving this information as soon as possible.
7. We will appreciate receiving this data by December 26.
8. A quote from you would be appreciated.
9. Thank you for your anticipated cooperation.
10. Your prompt attention will be appreciated.

第二章

答复询问信

Reply to Enquiry

一、答复询问信的写法

答复询问信比较好写。通常，写此类答复信必须明确对方来信所要了解或查询的一个或几个问题，针对问题依次答复，行文要清晰、简洁，条理分明，不必添加澄清性细节。信的通常写法：简要地陈述问题；明确地解答问题；省略不必要的细节；提供合作或力所能及的帮助。

二、答复询问信范例

(一) 答复关于培训教材事 (Responding to an enquiry about training materials)

写信背景：对方来信询问听力教材，回信寄去《提高听力指南》样书及相关资料。

January 22, 2002

Dear Mr. Harris:

I am sending you immediately a copy of "A Guide to Effective Listening" along with an instructor's manual, a sample tape, and a booklet describing other aids for the instructor.

You'll see that the basic textbook is programmed – that is, it can easily be used for individual instruction with immediate feedback and reinforcement. In addition to the textbook, there is a set of tapes on which conversations, directions, speeches, discussions (meetings), and other oral communication situations are recorded. Although this program can be used without an instructor, many companies prefer group instruction under the leadership of a teacher. The instructor's manual provides day-by-day classroom procedures and methods of evaluating performance.

I think this program may be just right for the listening segment of your communication seminars, Mr. Harris. It is being used by hundreds of business firms and government agencies, and the reactions we've received have been most enthusiastic.

We're in the process of putting together a similar program on writing. Publication is scheduled for March of next year – a bit late for your first seminar, but perhaps in time for the second or third. I've made a note to send you a set of these materials just as soon as they are released. A prepublication flyer is enclosed.

At the moment, we have no publishing plans in the area of speaking, Mr. Harris. Have you seen "Speaking Out", which is published by New Dimensions Press? I understand it is a multimedia program and is being favorably received by users. The address of New Dimensions is 2000 Sheridan Road, Evanston, Illinois 62201.

Thank you for writing.

Cordially,

John Smith

John Smith

内容简析: (一)告诉对方寄出的一件材料。(二)介绍对方想要了解的一些情况。经销特色令人信服。(三)然后,告诉对方一些事眼下尚难办到的原因,提出解决的办法。注: feedback 反馈, multimedia 多媒体。

(二) 答复订购案头摆设事 (Responding to an enquiry about performance awards)

写信背景: 对方来信询问定做公司奖品一事, 回信针对所询作简要答复并寄去相关资料。

February 12, 2003

Dear Miss Marcus:

I am pleased to send you a colorful booklet, "Gifts of Distinction - by Heaven-Temple", which describes in detail our wide selection of gifts, including the desk set you asked about.

Reproducing your handsome logo exactly as it appears on your letter-head will be no problem at all. The color combination of blue and yellow will look very elegant on just about any style of desk set you choose, particularly black onyx or white marble (see page 7 of the booklet).

Some of the best-known companies in the country have selected Heaven-Temple sets as awards to employees as well as gifts to customers, and our feedback has invariably been enthusiastic. Note the different styles of lettering you may choose from for the brass nameplate. Price information, including discounts for quantity orders, is on the back of the brochure.

You may be sure, Miss Marcus, that your orders will receive prompt attention. It's my job to see that you're happy in every respect with your Heaven-Temple gift purchase, and I take it seriously!

Cordially yours

John Smith

John Smith