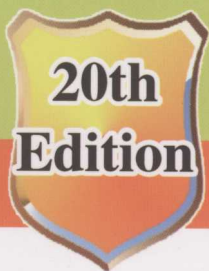




普通高等教育“十一五”国家级规划教材

江苏省精品课程教材



INTERNATIONAL BUSINESS CORRESPONDENCE IN ENGLISH

新编国际商务 英语函电

程同春 程欣 编著

赠送

多媒体教学课件



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普通高等教育“十一五”国家级规划教材
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· 南京 ·

内 容 提 要

国际商务英语函电是英语专业对外经济贸易专业或国际商务英语专业教学的主干课程。本教材根据对外经贸商务活动的实际运作过程,按照邀请、安排访问、建立贸易关系、询盘及答复、报价、报盘、还盘、订购、执行定单、支付、包装、装运、保险、索赔与理赔、代理等各个业务环节编写,内容精选,材料新颖,语言规范,可操作性强。体现了实用性、针对性、技能性和知识性的有机结合。通过形式多样的练习训练,重在培养学习者对现代商务英语的实际应用能力。

本书可作为高等学校和高等职业技术学院对外经贸与商务专业教学用书,也可供具有相当英语水平的涉外经贸、商务工作专业人员培训、进修或自学之用。

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前 言

进入 21 世纪,我国对外经济贸易和技术合作空前深化,贸易手段更加灵活,内容更加丰富多样,对外联系和信息交流日趋频繁。

国际商务英语作为英语语言属下的一门专业学科,是专门用途英语(English for Specific Purposes,简称 ESP)的一种。它涉及国际贸易、进出口业务、国际金融、市场行情、国际商法、涉外财会等多个领域,是将要从事或正在从事对外经贸工作专业人员学习或应用的专门用途英语。国际商务英语函电作为国际贸易中对外联系和交往的一种主要手段和商务信息交流的载体,以英语语言形式反映世界各国之间的经济贸易往来和商务活动,其作用是不可替代的。为了使大学教育面向新世纪,适应当代对外经济贸易工作的新形势、新特点和新要求,我们编写了《新编国际商务英语函电》一书。本教材紧密结合对外经贸工作的实际,内容精选,材料新颖,体现了知识性、规范性、针对性、技能性和实用性的有机结合。课文紧紧围绕国际贸易流程的每个具体业务环节,语言规范生动、信息量大、可操作性强,使学习者既能学习外经贸业务,又可掌握现代流行的外经贸英语。

本教材的编写原则是:结合国际商务英语学习的特点,体现基础英语、专业英语和专业知识的三结合,使之成为一门系统性、指导性和可读性较强的课程,有利教学,便于自学。全书共分为 17 个单元,除少数单元外,大部分单元均包括如下八个组成部分:

1. **Introduction (内容简介)**:介绍每单元涉及的外经贸业务环节的主要内容,使学习者有总体的了解。

2. **Points for Attention (注意要点)**:提示学习者在阅读、学习和撰写每单元涉及的相关外经贸业务环节的内容时应注意的事项,以便提高学习与写作的针对性和准确性。

3. **Business Letters (商务信函)**:每单元信函大多选自最近几年对外商务工作中的实际典型材料,富有新意,又有代表性。这些信函具有一定的示范作用,可供学习者学习、比较和模拟写作。

4. **Language Points (语言要点)**:结合各业务环节的信函内容,给以具体详实的释义,注重解决语言与商务方面的重点和难点,有利教学与自学。

5. **Word Study (专业词汇学习)**:简明介绍外经贸专业英语中最常用的一些词汇的基本含义和主要用法,以便增强学习者灵活运用商务英语词汇的能力。

6. **Useful Sentence Menu (有用句型菜单)**:重点介绍每单元相关业务环节内容所涉及的常用短语、套语、表达法和句型,以便学习者在实际的学习与使用中掌握重点,熟练应用。

7. **Exercises (练习)**:练习部分内容丰富、形式活泼多样,通过对专业词汇、短语、句型、句子结构、语法以及理解、写作能力的大量训练,培养学习者对商务英语的熟悉程度和实际应用能力。

8. **Reading and Comprehension (阅读和理解)**:每单元均配有两篇语言难度适中的原文阅读材料,补充有关的业务知识,以便提高学习者外经贸专业英语文章的阅读与理解能力,扩大专业词汇量和专业知识。

本书作为国际商务英语专业教材,可供高等学校和高等职业技术学院英语专业、对外经济贸易专业或国际商务英语专业高年级学生使用,也可供涉外经贸、商务工作人员培训、进修与自学之用。

本书由程同春教授,程欣副教授主编,冯祥春教授主审,王雪梅、潘月洲、马莹、徐惠良、蔡红梅、邹建华、祝长青、钱煜翔、蒋静、张玲、周静、蒋南珍、袁柯枫、石蕾、蒋文琪、王玉芳、蒋夕葆、孙春立、李敬梅等老师先后参加了编写和修订工作。程欣副教授同时负责全书的审校工作。

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编著者

2012年2月于南京理工大学

Contents 目录

Unit 1	Layout of Business Letters	1
Business Letter Writing	Writing Principles of Business Letters	10
	Introduction	16
	Points for Attention	16
	Business Letters	17
Unit 2	Language Points	21
Invitation and Arrangement	Word Study	24
of Visits	Useful Sentence Menu	25
	Exercises	26
	Reading and Comprehension	30
	Introduction	32
	Points for Attention	32
	Business Letters	33
Unit 3	Language Points	36
Establishing Business	Word Study	41
Relations	Useful Sentence Menu	42
	Exercises	43
	Reading and Comprehension	47
	Introduction	49
	Points for Attention	49
	Business Letters	49
Unit 4	Language Points	53
Enquiries and Replies	Word Study	58
	Useful Sentence Menu	60
	Exercises	61
	Reading and Comprehension	65

	Introduction	67
	Points for Attention	67
	Business Letters	68
Unit 5	Language Points	71
Quotations, Offers and	Word Study	75
Counter-offers	Useful Sentence Menu	76
	Exercises	77
	Reading and Comprehension	81
	Introduction	83
	Points for Attention	83
	Business Letters	84
Unit 6	Language Points	88
Sales Promotion	Word Study	91
	Useful Sentence Menu	92
	Exercises	93
	Reading and Comprehension	98
	Introduction	100
	Points for Attention	100
	Business Letters	100
Unit 7	Language Points	104
Orders and Their Fulfilment	Word Study	108
	Useful Sentence Menu	109
	Exercises	111
	Reading and Comprehension	115
	Introduction	117
	Points for Attention	117
	Business Letters	117
Unit 8	Language Points	121
Payment	Word Study	124
	Useful Sentence Menu	125
	Exercises	126
	Reading and Comprehension	130

Unit 9 Packing	Introduction	132
	Points for Attention	132
	Business Letters	132
	Language Points	137
	Word Study	140
	Useful Sentence Menu	142
	Exercises	142
	Reading and Comprehension	146
Unit 10 Shipping	Introduction	148
	Points for Attention	148
	Business Letters	149
	Language Points	152
	Word Study	155
	Useful Sentence Menu	156
	Exercises	157
	Reading and Comprehension	161
Unit 11 Insurance	Introduction	163
	Points for Attention	163
	Business Letters	163
	Language Points	167
	Word Study	170
	Useful Sentence Menu	171
	Exercises	172
	Reading and Comprehension	175
Unit 12 Claim and Settlement	Introduction	177
	Points for Attention	177
	Business Letters	177
	Language Points	181
	Word Study	184
	Useful Sentence Menu	185
	Exercises	186
	Reading and Comprehension	189

	Introduction	191
	Points for Attention	191
	Business Letters	191
Unit 13	Language Points	196
Agency	Word Study	197
	Useful Sentence Menu	199
	Exercises	199
	Reading and Comprehension	204
	Introduction	205
	Points for Attention	205
	Business Letters	206
Unit 14	Language Points	210
Flexible Trade	Word Study	214
	Useful Sentence Menu	216
	Exercises	216
	Reading and Comprehension	220
	Introduction	222
	Sales Contracts	222
	Letters of Credit	228
Unit 15	Bill of Lading	233
Contracts and Documents	Word Study	235
	Useful Sentence Menu	236
	Exercises	237
	Reading and Comprehension	242
	Introduction	244
	Points for Attention	244
Unit 16	Language Points	248
Commercials	Word Study	249
	Exercises	250
	Reading and Comprehension	251
	Electronic Mail (E-mail)	253
Unit 17	Facsimile Transmission	254
Electronic Correspondence	Telex	256
	Appendix 1 Specimens of Import & Export Documentation	257
Appendices	Appendix 2 IDD Codes & Time Differences	288
	Appendix 3 Key to the Exercises	290

BUSINESS LETTER WRITING

Layout of Business Letters

① Form

1) Full Block Form

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel:53-8774
Fax:53-333117
E-mail:CLWECK@ AOL. COM

Your ref:C9246
Our ref:bwbw

Date:April 24, 2005

Xi'an Textile Import & Export Corp.
108 Lianhu Road,
Xi'an, Shanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2005. 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.

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

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel:53-8774
Fax:53-333117
E-mail:CLWECK@ AOL. COM

Your ref: C9246 Our ref: bwbw Date: April 24, 2005
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108 Lianhu Road,
Xi'an, Shanxi, China

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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.

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

In the modified block form with indented style, the sender's address is typed (or printed) in the up-middle part. The receiver's address starts from the left margin. The complimentary close as well as the signature is typed from the middle little towards the right. As the business letters are supposed to be simple and clear, so the modified block form and simplified form come out. In the modified block form, all the parts start from the left margin, except the date, complimentary close

and signature which are positioned the same as that in the modified block form with indented style.

3) Modified Block Form

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel:53-8774
Fax:53-333117
E-mail:CLWECK@ AOL. COM

Your ref:C9246 Our ref;bwbw Date:April 24, 2005

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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.

Yours faithfully,

Blyco Textile Group B. V.

(Signed).

J. Kistemaker, Manager

Simplified form is somewhat like full block form. But some parts are omitted, such as salutation and complimentary close.

4) Simplified Form

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands

Tel:53-8774

Fax:53-333117

E-mail:CLWECK@AOL.COM

April 24, 2005

Xi'an Textile Import & Export Corp.
108 Lianhu Road,
Xi'an, Shanxi, China

Thank you for your letter of April 18, 2005. 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.

J. Kistemaker, Manager

The above four forms are popularly used nowadays. Which form a sender likes to choose depends on his or her preference. The main aim of designing a letter is to make the letter not only pleasing to the eye, but also convenient to be typed.

② Structure

1) Parts of the Business Letter

- a. letterhead 信头
- b. reference and date 编号和日期
- c. inside name and address 封内名称和地址
- d. attention line 经办人
- e. salutation 称呼
- f. subject line 事由
- g. body 正文
- h. complimentary close 结尾敬辞
- i. signature 签名
- j. enclosure 附件
- k. carbon copy notation 抄送
- l. postscript 附言

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

a. Chiwan Petroleum Supply Base
 Chiwan, Shenzhen, China
 Tel: (0755) 2678904
 Oil Patch Tel: (0755) 8453321
 Fax: (0755) 2678008
 E-mail: CPSB@SOHU.COM

b. Your ref: C9233 Our ref: bw/bw Date: 3 May, 2005

c. Messrs. J. Brown & Co.
 234 Eastcheap
 London, E. C. 3.

d. Attention: Import Dept.

e. Dear Sirs,

f. Oil Tools

g. We thank you for your letter of April 4, 2005.

In compliance with your request, we are sending you herewith a copy of our latest price list for your reference.

All prices are understood to be CIF European Main Ports, subject to our final confirmation. Payment is to be made by irrevocable Letter of Credit available by draft at sight.

As there is a heavy demand for the goods, we would suggest that you advise us by e-mail in case of interest.

We are looking forward to your early reply.

h. Yours faithfully,

Chiwan Petroleum Supply Base

i. (Signed) Wang Dawei
 Manager

j. Encl. as stated

k. cc. our Branch Office in Hong Kong

l. P. S. Your letter of April 22 has just come to hand. As requested, we will airmail you two samples tomorrow.

2) The Ways of Writing Parts

a. Letterhead

Letterhead includes the sender's name, postal address, telephone number, fax number, and e-mail address, etc. Usually letterhead is printed in the up-center or at the left margin of a letter.

Chiwan Petroleum Supply Base
Chiwan, Shenzhen, China
Tel: (0755) 2678904
Oil Patch Tel: (0755) 8453321
Fax: (0755) 2678008
E-mail: CPSB@SOHU.COM

In some countries the letterhead contains other details. For example, in the U. K., the directors' names of a company are given.

Directors R. B. North, M. W. Beevers
W. D. J. Argent, D. A. F. Sutherland
MACDONALD & EVANS LTD
Estover Road Plymouth PL6 7PZ
Telephone: Plymouth 0044 208 7896668
Fax: 0044 208 7837933
E-mail: MACWANS@ELIPSE.CO.UK

b. Reference and Date

In business communication, when a firm writes to another, each will give a reference. The reference may include a file number, departmental code or the initials of the signer followed by that of the typist of the letter. These are marked "Our ref:" and "Your ref:" to avoid confusion:

Your ref: JBD/WM

Our ref: WDW/LP

They are typed immediately below the letterhead. If desired, the reference initials can also be placed at the lower left margin two lines below the name of the signer.

The date should always be typed in full and not abbreviated, (e. g. December for Dec). And the -th, -st, -nd, and -rd that follow the day can be omitted (e. g. 5 May for 5th May, June 1 for June 1st). Don't write 05 instead of 2005 for the year.

The forms of dates are as follows:

15 August, 2005 August 15, 2005

Avoid typing dates in figures (e. g. 10/2/2005), since it should easily be confusing. Because English form follows the order of day, month and year while the U. S. practice is to write in the order of month, day and year. So 10/2/2005 could be taken as either October 2, 2005 or February 10, 2005.

c. Inside Name and Address

The name and address of the receiver is typed at the left-hand margin about two to four spaces below the date. It appears exactly the same way as on the envelope.

Mr., Mrs., Miss, and Ms. —the ordinary courtesy titles are used to address to one person. Mr. for a man, Mrs. Miss or Ms. for a woman.

e. g. Mr. C. E. Eckersley, Ms. M. C. Mar

After the name, his or her official position should follow, if there is any.

e. g. Mr. C. C. Eckersley, Director

Ms. M. C. Mar, President

Messrs. (abbreviation of Messieurs) is, also a courtesy title, used for partnerships whose firm's name includes a personal element, as in Messrs. Macdonald & Evans. It is not used when the name already carries a courtesy title, as Sir William Dobson & Sons, or when the word "the" forms part of the name, as The Grayson Electrical Co.

The following are the two examples to show the way of writing an inside name and address:

e. g. 1 Messrs. William & Werner

36, Tower Street

North York, Ont.

M2H1W8, Canada

e. g. 2 Mr. C. E. Eckersley

The London Export Corporation

6 and 7 Clifford Street

London, W. 1, England

d. Attention Line

Attention line is used when the writer of a letter addressed to an organization wishes to direct the letter to a specific individual or section of the firm. It generally follows the inside address.

e. g. Attention: Mr. Smith Attention: The Sales Manager

e. Salutation

Salutation is the complimentary greeting with which the writer opens his letter. Its form depends on the writer's relationship with the receiver. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" used for addressing one person; and "Dear Sirs", "Dear Mesdames", or "Gentlemen" (always should be in plural form and never write "Gentleman") for addressing two or more people. If the receiver is known to the writer personally, a warmer greeting "Dear Mr. sb." is then preferred.

Salutation is usually typed three spaces below the inside address of the attention line, and followed by a comma for "Dear Sir", "Dear Sirs", and a colon for "Gentlemen".

f. Subject Line

Subject line is actually the general idea of a letter. It is inserted between the salutation and the body of the letter either at the left-hand margin for fully-blocked letter form or centrally over the body for other forms. It calls the receiver's attention to the topic of the letter.

g. Body of the Letter

This is the main part of the letter. It expresses the writer's idea, opinion, purpose and wishes, etc., so it should be carefully planned. When writing, pay attention to the following:

- (a) Write simply, clearly, courteously, grammatically, and to the point;
- (b) Paragraph correctly, confining each paragraph to one topic;
- (c) See that your typing is accurate and the display artistic. Aim at an attractive and pleasing appearance for your letter. Margins are especially important, since they serve to "frame" your letter.

For very short letters you may adopt double line-spacing except for your correspondent's name and address for which single line-spacing should always be used.

If there has been previous correspondence, the reply letter will refer to it in the first paragraph. The writer's plans, hopes and expectations will be expressed in the last paragraph.

h. Complimentary Close

Complimentary close is merely a polite way of ending a letter. It is in keeping with the salutation. The most commonly used sets of salutation and complimentary close are:

Formal:

Dear Sir(s), Yours faithfully,

Gentlemen: Truly yours,

Less Formal:

Dear Mr. Henry, (;) Yours sincerely, (or: Sincerely yours,)

As the salutation and complimentary close are merely a matter of courtesy and don't mean anything to the message, they can be omitted in the simplified form used nowadays.

The complimentary close, when used, must never be separated from the substance of a letter