



普通高等教育“十一五”国家级规划教材
浙江省精品课程配套教材

商务英语函电

第2版

王维平 王黎明 主编

案例导入

每章信件均由案例导入，突出“以能力为本位”的思想。

真情实景

信件内容都是根据企业第一手资料改编而成的。每封信件收信人均用真实姓名呈现，且信件均采用E-mail格式，使学生置身于真实的商务场景。

面向行业

每章涉及不同的行业，如服装、玩具、工艺品、电器等，让学生对各个行业有个大概的了解。

图文并茂

每封信件都有相关产品的图片，加深学生对信件的理解。

精品课程网址：<http://jpkc.zjbt.net.cn/wmhd/>

配备电子课件、
参考译文及答案等



机械工业出版社
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浙江省精品课程配套教材

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第2版

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本书是普通高等教育“十一五”国家级规划教材,是省级精品课程“外贸英语函电”的配套教材,是根据高等职业教育“强化技能,贴近岗位”的特点和要求,在第1版基础上修订而成的。本书内容涵盖商务书信基础知识以及建立业务关系、商务谈判、订立合同、付款方式、包装、保险、装运、投诉和索赔等外贸业务流程。每章涉及一个外贸行业,遵循了“应用性原则”,突出了外贸信函技能的训练。每章包括学习目标、背景知识、案例分析(常用短语和典型例句、样信)、小技巧、补充阅读、常犯错误、生词表、行业词汇、信函注释及练习等10个部分。

本书可作为高等职业院校商务英语、国际贸易等相关专业的教材,也可作为在职人员的培训用书,还可作为成人高校学生的自学用书。

为方便教学,本书配备了电子课件、参考译文及答案等教学资源。凡选用本书作为教材的教师均可登录机械工业出版社教材服务网 www.cmpedu.com 免费下载电子课件。如有问题请致信 cmpgaozhi@sina.com,或致电 010-88379375 联系营销人员。

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第2版前言

本书为普通高等教育“十一五”国家级规划教材，第1版自2007年8月出版以来，受到广大读者的欢迎，经过7次印刷，出版几万册，被国内十几所高职院校选为教学用书，还被一些学校作为单证员和外销员考试的指定培训用书。

为了适应高等职业教育教学特点及时代发展的新要求，教材编写组成员在走访多家外贸企业，听取企业专家意见，结合在校及毕业学生的反馈，以及多年教学经验的基础上，修订了此教材。本教材从内容到形式均作了修订：

(1) 根据实际外贸操作流程调整了原章节：增加了第四章 **Signing a Contract**；删除了“**Sending Proforma Invoice**”“**Modes of Modern Communication**”和“**Sales Promotion**”三章；修改了两个章节的名称，将第一章 **Layout of a Business Letter** 改成 **Fundamentals of Business Communication**，并把 **Modes of Modern Communication** 的部分内容合并到第一章，同时增加了 **MSN** 和 **Skype** 介绍，将第三章“**Enquiry, Offer and Counter-offer**”改名为 **Business Negotiation**。

(2) 根据实际情况对每个章节中的案例进行了增加和删减。

(3) 将与案例关联度不大的 **Useful Sentences** 进行了替换，并对过时的例句进行了修改。

(4) 每章新增 **Tips** 模块，介绍每个流程中的一些实用写信技巧，使学生能够尽快适应工作需要。

(5) 每章新增 **Additional Reading** 模块，提供企业实际与外商的往来信件，供学生课外阅读和参考。

(6) 每章新增 **Common Errors Made by Students** 模块，对学生常犯的错误进行分析，供学生借鉴。

(7) 所有的信件都用 **E-mail** 来呈现，以体现时代特色。

教材具有以下特点：

(1) 案例导入 每章信件均由案例导入，突出“以能力为本位”的思想。

(2) 真实 信件内容都是根据企业第一手资料改编而成的。此外，每封信件收信人均用真实姓名呈现，避免了大多数教材采用 **Dear Sirs** 的称呼方式，同时，信件均采用 **E-mail** 格式，使学生置身于真实的商务场景。

(3) 以行业为先导 每章涉及不同的行业，如服装、玩具、工艺品、电器、机械、电子、灯具、模具、化工等，让学生对各个行业有个大概的了解。

(4) 图文并茂 每封信件都有相关产品的图片，加深学生对信件的理解。

本教材由王维平、王黎明任主编，蒋轶阳、徐瑾任副主编，邱素芬任主审；方宁、潘颖华、徐秋萍、伍聂、钱律伟、李宏磊、王可飞参与编写并制作 **PPT** 课件；王黎明、蒋轶阳、徐瑾进行校稿；王维平对全书作了最后定稿。

在本教材的修订过程中，余姚市精诚五金制造有限公司经理赵海燕先生和宁波威敦进出口公司总经理蒋静君女士提供了大量与外商来往的真实信函和其他第一手资料，并对教材提出了许多宝贵意见。此外，赵青青、张亚彬、林英等同学从学习者的角度对教材提出了建设性的修改意见，在此表示衷心的感谢。

本教材配有电子教案（内附各章翻译、练习参考答案及样卷），凡使用本书作为教材的教师或学校可向出版社索取。您可以发送电子邮件至 cmpgaozhi@sina.com，或拨打咨询电话 010-88379375。

编 者

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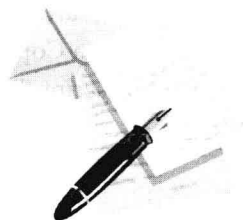
Chapter 1

Fundamentals of Business Communication

Learning Aims

At the end of this chapter you should be able to:

- (1) have a concept of several most popular business letter forms in modern society;
- (2) know the basic layout, format, components and writing principles of business letters;
- (3) learn how to address an envelope;
- (4) get to know some other common communication methods like Skype and MSN.



Background Information

The underlying principle of business communication in today's world is exchanging information in the most concise manner possible in order to do business well. Written, oral, visual and multimedia communications all aim at giving out a clear and well thought out message. Understanding how to write business letters in a certain kind of setting is one of the most important things.

Advanced by technology, fax, email, and other instant communication methods such as Skype and MSN, have been making business communication easier, and forcing business people to communicate in a faster and clearer manner.

Although emails, which make business writing more casual, are most frequently used today, there are still occasions when we need to write formal business letters. The two actually have many common writing principles. Once you learn how to write the formal ones, you get to know the casual ones easily.

Some common principles for example are:

- (1) Using proper salutations is still an indispensable part of both kinds of writings' etiquette.
- (2) Understanding how to compose the letter's body by using introduction, supporting and closing paragraphs helps to effectively illustrate a business idea.
- (3) Using communication strategies—from persuasive phrases to the proper wording—to help convince or appease the reader.

1.1 Letter

1.1.1 Parts of a Business Letter

Generally speaking, an ordinary business letter mainly consists of seven parts:

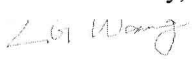
商务英语函电

- (1) Letterhead (信头)
- (2) Date (日期)
- (3) Inside Name and Address (封内名称和地址)
- (4) Salutation (称呼)
- (5) Letter Body (正文)
- (6) Complimentary Close (表示敬意的结尾)
- (7) Signature (签名)

Under some circumstances more parts may be contained:

- (8) Attention Line (指定收信人)
- (9) Subject Line/Caption (事由)
- (10) Reference Notation (经办人代号)
- (11) Enclosure/Encl. (附件)
- (12) Carbon Copy /CC (抄送)
- (13) Postscript /P.S. (附言)

Letter 1

BEIJING LIGHT INDUSTRIAL PRODUCTS IMP. & EXP. CORPORATION Tel: (010) 66668888 E-mail: bjlipc@yahoo.com.cn			Letterhead
Your Ref: 038/te	Our Ref: QYT/zcs	April 9, 2012	Reference and Date
P & H Company 8000 Lincoln Drive New York, NY 1122 U.S.A.			Inside Name and Address
Attention: Import Dept. Dear Sirs,			Salutation
Subject: Leather Jackets			Letter Body
We thank you for your letter of March 28.			
As requested, we are sending you herewith a copy of our latest price-list for your reference. Please note that all prices are understood to be subject to our final confirmation.			
We look forward to your specific enquiry.			Complimentary Close
Yours faithfully,			Signature
			
Z. G. Wang Manager			
Encl: as stated CC: our Branch Offices P.S.: Your letter of April 2 has just arrived. We will look into the matter.			

Q: Can you specify different parts in the above letter by using the following descriptions?

Letterhead	A letterhead includes the sender's name and address, postcode, number of telephone, telex and fax, E-mail address, etc. It is usually printed on the top centre or typed on the right or left side of the paper depending on the different styles of letters.
Reference and Date	The reference is helpful for filing or searching. It may include a file number, department code or the initials of the signer followed by the typist of the letter. They are marked "Our Ref." and "Your Ref." to avoid confusion. They are typed immediately below the letterhead. The date should always be written in standard form: September 3 (rd), 2012; or 3 (rd) September, 2012 for British, for example. All number form (3/9/2012) should be avoided.
Inside Name and Address	Generally, the inside name and address should include some or all parts of the following: the receiver's name and title, company name, street address, city, state/province, postcode and country. It appears on the left margin and usually starts two to four lines below the date.
Salutation	Two lines below the inside name and address of a letter is the salutation. The customary formal greeting in a business letter is "Dear Sir" or "Dear Madam" ("Dear Sirs", "Dear Mesdames" for addressing two or more people). It is always advisable to try to find out a name. If you know the name, use the title (Mr., Mrs., Miss or Ms, Dr, etc.) and the surname only.
Letter Body	The part that expresses the writer's idea, opinion, purpose and wishes, etc. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-spaced between paragraphs. The first paragraph should be short and state the purpose of the letter—to make an enquiry, complain, request something, etc. The paragraph or paragraphs in the middle of the letter should contain the relevant information behind the writing of the letter. Most letters in English are not very long, so keep the information to the essentials and concentrate on organizing it in a clear and logical manner rather than expanding too much. The last paragraph of a formal letter should state what action you expect the recipient to take—to refund, send you information, etc.
Complimentary Close	The complimentary close ends a letter in a polite way. It is usually placed two lines below the last line of the body of a letter. The main words in complimentary close are as follows: sincerely, faithfully, cordially, respectfully and truly. Usually, we use 1) Yours Faithfully, If you do not know the name of the person, end the letter this way. 2) Yours Sincerely, If you know the name of the person, end the letter this way. See Tips for more information.
Signature	The writer's signature consists of a handwritten signature and a typewritten signature. When typing a letter, sign your name below the complimentary close, and then print it underneath the signature, followed by your title/position. Signature can either be Chinese or English, and should contain your own style of writing.
Attention Line	The attention line is used to name the specific individual the letter is addressed to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style.
Subject Line/Caption	The subject line is the general idea of a letter. It is usually placed one or two lines below the salutation and centered over the body of a letter in the indented style.
Reference Notation	The initials of the person who types the letter should appear in business letters. If the dictator's name is not typed in the signature area, the reference notation shows the initials of both the dictator and the typist. It is placed two or three lines below the signature.
Enclosure/Encl.	If something is enclosed, note it below the reference notation.
Carbon Copy / CC	If copies of a letter are sent to other parties, type CC below the enclosure.
Postscript/P.S.	If the writer wishes to add something he forgets or for emphasis, he may usually add the postscript two lines below the carbon copy notation.

1.1.2 Layouts of a Business Letter

There are several letter styles used by people nowadays. We mainly introduce two styles that are frequently used, namely the blocked style and the indented style. The modified style and the simplified style will be simply referred to.

1. The Blocked Style

All typing lines begin at the left margin of a letter.

Letter 2

华强公司邀请美国的汤普森教授来华参加公司成立 50 周年庆典。营销部经理发函向其说明庆典时间与地点，并表达了诚挚的欢迎。

**Marketing Department of Huaqiang Company
200 Beijing Road, Changchun, Jilin, 130001, China**

September 12, 2012

Prof. Thompson
Harvard University
Boston, MA 02163
U.S.A.

Dear Professor Thompson,

To celebrate the fiftieth anniversary of the founding of our company, we request the honor of your presence at a reception which is to be held at Dayu Hotel, Changchun on September 30 from 7 p.m. to 9 p.m.

We would be glad if you could come.

Sincerely yours,
Mike Tang

2. The Indented Style

- (1) Paragraphs of a letter are indented, usually four or five spaces.
- (2) Each line in the letterhead and the inside name and address is indented one or two spaces.
- (3) The date should be placed on the right-hand side.

Letter 3

汤普森教授接受了华强公司的邀请，并复函表达谢意。

**Harvard University
Boston, MA 02163, U.S.A.
September 20, 2012**

Mr. Mike Tang
Marketing Department
Huaqiang Company
200 Beijing Road
Changchun, Jilin 130001
China

Dear Mr. Tang,

Thank you very much for your invitation to join the fiftieth anniversary of the founding of your company at Dayu Hotel, Changchun on September 30.

I will be happy to be there at 6:50 p.m. to take part in the reception, and look forward to it with pleasure.

Yours sincerely,
Thompson

3. The Modified Style

(1) The mixture of the above two formats. Some of the parts remain “blocked” with the body paragraphs, allowing some other parts — both standard and optional parts — indented.

(2) There is more than one format for this style.

(3) Suitable for friends or people with close relations.

Sample

Huaqiang Company
200 Beijing Road, Changchun, Jilin, 130001, China

July 8, 2012

ABC Company
5688 Sussex St.
Buffalo, NY 14384
U.S.A.

Dear John,

We enclose details of *****.

Will you *****?

Best regards,
Mark

4. The Simplified Style

(1) All parts of a letter begin at the left margin.

(2) This style omits the salutation and the complimentary close.

Sample

245 Zhongshan Street
Fuzhou, Fujian 350001
China
July 25, 2012
Miss Helen Brown
128 Berry Drive
Minneapolis, MN 55106
U.S.A.

We have received *****.

We hope we can place large orders.

Zhao

1.1.3 Principles of Business Letter Writing

When writing business letters, there are several principles to help you write better, such as “Seven Cs of Effective Business Letter Writing”.

1. Courtesy

Try to avoid irritating and offensive statements. It is also polite to answer a letter promptly. For example, “Thank you”, “I’m sorry” and “If you have any question, please feel free to ask me.” are sentences with courtesy. Avoid phrases like “you should”, “you must”, etc.

2. Clarity

The sender must express the meaning clearly so that the receiver will understand it well. Therefore, Clarity includes the following requirements:

(1) Use common words:

Unsuitable	Suitable
metropolitan	big city
render	give
accomplish	do
approximately	about
obligation	duty
utilize	use

(2) Use pictures: pictures include line graph, map and photos. They can be easily understood rather than long descriptions or figures.

3. Conciseness

Try to use the simplest sentences and fewest words to explain the meaning clearly.

Remove cliché and unnecessary words / information.

Replace the nouns with verbs.

- We can’t deliver the parts in PO 528-746 today because of the heavy rain. ✓
- It’s a pity to inform you that due to the heavy rain at this moment, we can’t make it possible for the delivery of PO 528-746 within today. ✗

4. Consideration

Keep the receiver’s request, need, desire and feeling in mind. Plan the best way to present the message. Moreover, a skilled communicator take a you-attitude, showing your interest in reader’s circumstances. Take the following sentences as an example:

We would like to take the opportunity at the fair to demonstrate our full range of products and services which we can offer our customers (we-attitude).

Please join us at the fair and you will have the chance to see how our products and services can benefit you and your company (you-attitude).

They also use more positive tones than negative tones. Try to feel the differences.

- You forget to transfer the money, so we can't mail your order. ✕
- We'll mail your order as soon as we receive your money. ✓

5. Completeness

All the necessary information should be included in a business letter.

6. Concreteness

Make the message specific and definite. Avoid ambiguousness.

Ambiguous	Concrete
Our product has won several prizes.	Our product has won first prize in four national contests within the past three years.
an increase on sales	a 10% increase on sales last month

7. Correctness

Standard language, proper statements, and accurate figures are needed in a business letter. Grammatical mistakes and spelling mistakes show your inefficiency in writing.

Let us remember seven Cs principles when we write a business letter. We are trying to convince the other party to respond in a positive way, with interest, as quickly as possible.

1.1.4 Envelope Addressing

Addressing an envelope calls for accuracy, legibility and smart appearance. The sender's name and address should be placed in the upper left corner, while the receiver's name and address should be placed about half way down the envelope.

The stamp or postmark should be placed in the upper right corner. The bottom left corner is for post notations such as "Confidential", "Par Avion", etc.

Business envelopes usually have the return address printed in the upper left corner. The address on the envelope and the inside address should be in the same style. The blocked style is preferred. Here are two examples which show the blocked style and the indented style.

1. The Blocked Style


Elegance Clothing Company
60 South Street
Dalian 116000
China

sender's name
and address

PAR AVION

Mr. Allan Addison
1220 South Main Street
Atlanta, GA 30091
U.S.A.

receiver's name and
address



2.The Indented Style

Elegance Clothing Company
60 South Street
Dalian 116000
China



Mr. Allan Addison
1220 South Main Street
Atlanta, GA 30091
U.S.A.

CONFIDENTIAL

Tips How to Put the Address in English

Room→Building→Number→Road/Street→District→City→Province/State/County→Country

Examples

(1) Chinese address: 中国浙江省宁波市中山北路 392 弄 32 号 703 室

English-written: Room 703, No. 32, Lane 392, North Zhongshan Road, Ningbo, Zhejiang, China

(2) Chinese address: 北京市东长安街 6 号

English-written: 6 East Changan Avenue, Beijing

1.2 Fax

1.2.1 Characteristics of Fax

Faxing is an efficient way to quickly send documents that you don't have time to mail or the technology to scan. It is still the preferred method for sending SIGNED documents.

In 1842, Alexander Bain, a Scotch, invented the first fax machine in the world, and in 1865, an Iranian invented a practical fax machine based on the theory of Alexander Bain. With the development of science and technology, a fax machine is having more functions, such as photo transfer (Edward, France, 1907), color transfer. Today, it also has special functions like automatically transmitting and receiving files, and correcting errors during the process of transmission.

(1) A fax machine is easy to operate. Just insert the documents into the slot and then dial the fax number of the opposite party. One can easily send the documents to his opposite party's fax machine, and the documents will be printed out.



- (2) Fax has its own layout.
- (3) The cost of fax or electrical transmission is expensive before. Now the fee is decreasing.
- (4) A fax can only be sent one piece in one time, and documents can't be saved as E-mail format.

1.2.2 Layout of Fax

Fax can have many different formats, but they all stick to certain rules such as containing “to” and “from” parts. Companies may have their own templates. Consult your senior fellows when doing the job. Following are some samples.

Samples

<div style="text-align: right; background-color: black; color: white; padding: 5px; margin-bottom: 10px;">[Company Name]</div> <div style="margin-bottom: 10px;">[Street Address] [City ST Zip Code] [Phone] [Tax] [Web Address]</div>	
<h1 style="margin: 0;">Fax</h1>	
To: _____	From: _____
Fax: _____	Pages: _____
Phone: _____	Date: _____
Re: _____	Cc: _____
<div style="display: flex; justify-content: space-between;"><input type="checkbox"/> Urgent<input type="checkbox"/> For Review<input type="checkbox"/> Please Comment<input type="checkbox"/> Please Reply<input type="checkbox"/> Please Recycle</div>	
<div style="border-top: 1px solid black; margin-top: 10px;"><p>● Comments: Select this text and delete it or replace it with your own. To save changes to this template for future use, choose Save As from the File menu. In the Save As type box choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.</p></div>	

Company Name		Street Address Address 2 City, ST ZIP Code Phone: 555.555.0125 Fax: 555.555.0145 E-mail address
FAX		
Fax Transmittal Form		
To Name: Organization Name/ Dept: CC: Phone Number: Fax Number:	From Sender's Name: Sender's Title: Company:	
<div style="border: 1px solid black; padding: 5px; width: fit-content;">Urgent For Review Please Comment Please Reply</div>	Date Sent: Time Sent: # of pages including cover page:	
Message:		

In writing a fax message, all the four layouts of letter can be used, including the blocked style, the indented style, the modified style and the simplified style. But the blocked style is more often used.

Letter 4

宁波中达机械有限公司向美国莫利斯有限公司发传真，告知订单 523-754 已经发出，并附上海关单据传真件以方便接收。这里附上传真第一页。