

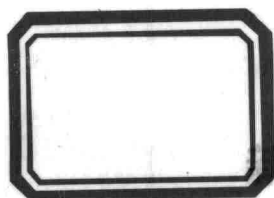
新编研究生英语系列教材

# 实用商务函电写作

## BUSINESS CORRESPONDENCE

A Guide to Everyday Writing  
(Second Edition)

Lin Lougheed



编研究生英语系列教

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# 出版说明

1992年11月国家教育部颁布了《非英语专业研究生英语(第一外语)教学大纲(试行稿)》,对教学的要求更多地体现在语言基础训练和阅读能力的培养与提高上。随着我国国际化进程的加速和世贸组织的加入,社会对高校毕业生的整体素质——特别是外语素质——的要求不断提高,这对我国高校人才培养——当然也包括研究生的培养——提出了新的任务和挑战。

到了21世纪,新颁布的《大学英语课程教学要求》对本科大学英语教学目标作了新的描述,即“培养学生的英语综合应用能力,特别是听说能力,使他们在今后工作和社会交往中能用英语有效地进行口头和书面的信息交流。”按照这个要求组织教学的学生在几年后将陆续进入研究生阶段。对于多数在本科时已打下了一定语言基础的学生,到了研究生阶段,他们更期望的是提高语言的的实际应用能力。因此,非英语专业研究生的英语教学理念应顺势随着本科大学英语教学理念的转变而转变,与本科英语教学的终点目标相接轨。

在当前研究生教学需求呈现多样化、实用化的情况下,需要为教师提供合适的教材,为学生提供实用的学习资源。学校不同,学生个人需求不同,市场千差万别,对教材编写的要求也更高。外教社经过广泛的市场调研,在详细分析当前研究生教学需求并对教学发展趋势进行多次专家论证后,组织了全国10余所重点高校的专家、教授,针对我国研究生教学的实际情况和需求编写并推出了这套“新编研究生英语系列教材”,以满足新时期人才培养的需要和多样化、个性化的学习需求。

由于研究生阶段英语课相对较少,进校学生水平参差不齐,要在有限的时间内把每位学生的每一项技能都提高到相当的水准恐怕不现实。但毋庸置疑,研究生已经普遍具备了独立思考能力和较强的自主学习能力,针对他们的教学方法和教学手段也应该适时更新,以区别于本科阶段的英语学习。在教学中应更强调以学习者为主体,强调个性化教学,强调对学生自主性学习能力的培养。因此,在新的教材品种设计上,出版者也是煞费苦心。《基础综合英语》和《学术综合英语》将“听、说”和“读、写、译”很好地融合起来,可以说是对基础英语的一个巩固和提高,它们既可单独使用,也可跟其他选修课程结合起来使用。选修课的科目都是实践性比较强且比较强调英语实际应用能力的课程,学生可以根据自己的专业特点、兴趣爱好以及时间安排,自由选择相关课程,学

校也可以根据学生对选修课不同的热衷程度,建立起符合自己学校专业特色的研究生英语教学体系和评估体系,使学生能够真正学有所用。

在教学安排上,对部分起点一般的学生,可以选用综合教程,以打下扎实的语言基本功;对于起点较高的学生,可以选用综合教程+选修课的模式;而对一部分基础很好的学生,可以跳过综合教程而直接进入选修课程的学习。这样有的放矢、针对学生英语学习的薄弱环节进行有针对性的学习,有助于满足个性化的学习需求。部分教材配套的电子出版物为学生提供了自主学习的工具,为教师提供了立体化教学的帮手,相信更能适应现今研究生英语教学的需要。

社会在发展,需求在变化,人才培养规格在提升。时代对研究生英语教学改革提出了挑战,同时也提供了机遇。我们希望这套教材的编写能够对我国研究生英语教学提供值得探索的方法和途径。

上海外语教育出版社



# A LETTER TO YOU

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Pearson  
Education

**PEARSON EDUCATION**

ELT DMSION

10 BANK STREET, SUITE 900

WHITE PLAINS, NY 10606-1951

TEL [914] 287-8000

August 2002

Dear Reader:

I wrote the second edition of *Business Correspondence* for you. It will help you become a successful member of an office team. You will learn how to write clear and effective letters, faxes, memos, and e-mails. You will learn common expressions and procedures used in business. You will also improve your basic English skills.

This book provides many models of the most common types of correspondence, with grammar exercises and lots of practice in preparing letters, faxes, memos, and e-mails. There is also a Reference section, which is a handy summary of key information for business correspondence.

You may use this book with or without a teacher. All the answers are in the Answer Key on page 144. You can correct your own work and build your business skills. Good luck!

Sincerely yours,



Lin Loughheed

# TEST YOURSELF

Before you begin, see how much you know about business correspondence.

1. Label the different elements of this letter.
2. What is the format of this letter: block, semi-block, or indented?
3. The shaded boxes show fifteen errors. Write the correct word or punctuation above the errors.

The answers are in the Answer Key on page 144. If you need help, look at the Reference section on page 131. After you finish this book, try the test again. You will see a big improvement!

## Polycomp Worldwide

459-34 Grand Hotel Avenue  
Taipei, Taiwan Province  
People's Republic of China

(1), (2)

august 15 20—

(3), (4)

mr. Gilbert m Ramirez

Vice President, Marketing

(5)

soup and Salads Restaurant

5632 Western Avenue

(6)

Los angeles , California 90026

(7), (8), (9)

dear Mr ramirez

(10), (11)

your letter of March 15 arrived this morning

(12), (13)

Tell us your travel plans and we'll meet you at the airport?

We appreciate your interest in our company. I look forward to  
your visit next month.

(14)

Sincerely yours

Bill Chang

(15)

bill Chang

President



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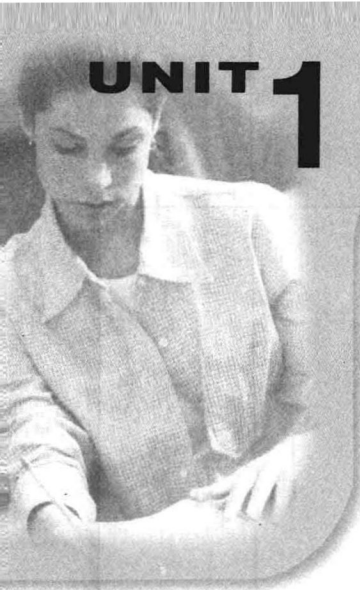
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# UNIT 1

## Writing a Cover Letter



When you apply for a job, you need to send a résumé and a cover letter. A résumé is a written list that describes your education and the jobs you have had. (A sample résumé is in the Reference section of this book on page 134.) A cover letter introduces you to the person who is hiring for the job.

Before you write the cover letter, you need information about the job, especially the qualifications needed. The best place to find this information is in the advertisement where you learned about the job.

### GETTING STARTED

1. Read the two job advertisements. Pay attention to the qualifications needed.
2. Complete the Job Requirements Chart. Write a check (✓) if the job advertisement asks for the requirement.
3. Write a check (✓) if *your* skills match the requirement.

Back Forward Stop Home Mail Print

Address @ http://www.netlives.com

**NetLives**

The ADMINISTRATIVE ASSISTANT will work with the general manager. The individual will manage schedules, order supplies, prepare expense reports, and perform general word processing. The admin. asst. will be responsible for mailings, faxes, photocopying, and filing.

A high school degree and a minimum of 2 years of experience are required.

NetLives offers a fun, dynamic, and innovative work environment.

**Contact Information**  
 Maria Sanchez  
 Human Resource Specialist  
[msanchez@netlives.com](mailto:msanchez@netlives.com)

**NetLives Ltd.**  
 632 Garrison Road  
 Cambridge CB4 1HD  
 Tel: 1223 334566  
 Fax: 1223 534987

About NetLives

### Administrative Assistant

A local Internet service provider has a full-time position available for an administrative assistant. This individual will perform general administrative duties. Candidates must be familiar with word processing programs. Successful candidates must also have excellent communication skills. A college degree is a must. Salary: \$25,000 to \$35,000 per year. E-mail résumé to [resumesptsrv@acaison.net](mailto:resumesptsrv@acaison.net).

### JOB REQUIREMENTS CHART

|     | Web Site Ad | Newspaper Ad | Requirement   | Your Skills |
|-----|-------------|--------------|---|-------------|
| (1) |             |              | Will perform general administrative duties such as photocopying and filing. |             |
| (2) |             |              | Will have a college degree.   |             |
| (3) |             |              | Must be familiar with word processing programs.                             |             |
| (4) |             |              | Will have at least 2 years of experience as an administrative assistant.    |             |
| (5) |             |              | Must have excellent communication skills.                                   |             |

## Model Cover Letter

Look at the different elements of a cover letter.

### Return Address

This is your personal letterhead. Put your contact information here.

Michele Peters  
45 Agate Road  
London NW6 0AH  
Tel: 208 847 9746  
Fax: 208 774 8094  
E-mail: mpeters@londonmail.com

### Date

March 1, 20—

### Inside Address

Write a cover letter to a specific person, if possible.

Maria Sanchez  
Human Resource Specialist  
NetLives Ltd.  
632 Garrison Road  
Cambridge CB4 1HD

### Salutation

Use a colon after the name.

Dear Ms. Sanchez:

### Opening

Tell (1) that you are applying for a job and (2) the source of your information.

I read about a job opening for an administrative assistant on the NetLives Web site.

### Focus

Tell why you are suited for the job.

I am a recent graduate of EMP Secretarial School, and I was in the top of my class. I am looking for a challenging work environment like that at NetLives.

### Action

Tell what you plan to do.

I will call you next Monday to discuss my enclosed résumé.

### Closing

Be positive.

I look forward to meeting with you soon.

### Complimentary Close

Sincerely yours,

### Signature

Sign your name.

*Michele Peters*

### Typed Name

Michele Peters

### Enclosure

Add this if you are sending something with the letter.

Enclosure

### Useful Language

I read about a job opening for \_\_\_\_.

I will call you \_\_\_\_.

I look forward to meeting you.

The body of a cover letter generally has four parts.

| Part    | Content  | Example  |
|---------|--|--|
| Opening | Tell (1) that you are applying for a job and (2) the source of your information. | I read about a job opening for an administrative assistant on the NetLives Web site.   |
| Focus   | Tell why you are suited for the job.   | I am a recent graduate of EMP Secretarial School, and I was in the top of my class. I am looking for a challenging work environment like that at NetLives. |
| Action  | Tell what you plan to do.  | I will call you next Monday to discuss my enclosed résumé.   |
| Closing | Be positive.   | I look forward to meeting with you soon.   |

## Practice 1

Circle the letter of the sentence that is most similar to the sentence in the Model Cover Letter on page 2.

### 1. Opening

- I am applying for the position of administrative assistant.
- I need a job.
- I saw your advertisement for an administrative assistant in the November 14 *International Herald Tribune*.

### 2. Focus

- My work experience matches your requirements. I worked as an administrative assistant for two years.
- I'm a quick learner. I've never worked before.
- I have the skills required. I am familiar with word processing programs.

### 3. Action

- I will contact you early next week.
- I will call you on Tuesday morning to discuss the position.
- I'll be at home if you need me.

### 4. Closing

- Looks good, right?
- I look forward to working with NetLives.
- I look forward to talking to you next week.

## That's Good Business!

Look at the NetLives advertisement on page 1. Ads often use abbreviations, such as *admin.* *asst.* for *administrative assistant*. Ads also use numerals (such as 2) instead of spelling out words (*two*). Using abbreviations in ads saves space and money. Do not use abbreviations like this in a business letter.



## Salutation

### That's Good Business!

You want to make a good first impression with your cover letter. You want your letter to stand out from the others. Be positive. Let the employer know how you are suited for the job. Follow up your letter with a phone call.



- Write to a specific person. Before you write, try to find out the name (and gender) of the person you are writing to. You can call the company or check their Web site.

Dear Ms. Maroon:

Dear Mr. Ping:

- If you don't know the gender, use the person's full name or initial.

Dear Lin Croft:

Dear D. Maxon:

- If you don't know the name, use the person's title.

Dear Human Resource Specialist:

Dear Recruiter:

- If you know only the address, use a generic salutation.

Good morning:

#### Practice 2

Write the salutation for a cover letter for the following jobs. Don't forget the colon.

| Position                           | Source                       | Contact            |
|------------------------------------|------------------------------|--------------------|
| 1. Customer Service Representative | May 13 <i>Herald Tribune</i> | M. Pollard         |
| 2. Administrative Assistant        | A-Way.com Web site           | recruiter@away.com |
| 3. Receptionist                    | IronGate.com Web site        | Jane Bowles        |
| 4. Executive Assistant             | Word-of-mouth                | Chee Yu            |

1. Dear M. Pollard:

3. \_\_\_\_\_

2. \_\_\_\_\_

4. \_\_\_\_\_

## Opening

In the opening of a cover letter, tell the reader two things: (1) what job you are applying for and (2) the source of your information.

#### Practice 3

Complete these opening sentences for cover letters for the jobs in Practice 2. Use the prepositions *about*, *for*, *in*, and *on*. Some prepositions will be used more than one time.

- I saw your advertisement \_\_\_\_\_ a customer service representative \_\_\_\_\_ the May 13 *Herald Tribune*.
- I am applying \_\_\_\_\_ the position of administrative assistant announced \_\_\_\_\_ the A-Way.com Web site.
- \_\_\_\_\_ the IronGate.com Web site, I read \_\_\_\_\_ an opening \_\_\_\_\_ a receptionist.
- Your colleague, Jannie Qin, told me \_\_\_\_\_ the executive assistant opening.

## Focus

The body of a cover letter focuses on your skills. Briefly describe why you are suited for the job. Tell the reader how your skills match the job requirements.

- Practice 4 Look at the skills you checked for the administrative assistant positions on page 1. Write sentences that describe your experience and skills and explain how you are suited for the job.

1. My work experience matches your requirements.

*I worked as an administrative assistant for two years.*

2. My qualifications fit your needs.

3. My skills match the job requirements.

4. I have the skills required.

5. I meet the job requirements.

## Action

*Follow-up* is very important. After you send a cover letter and résumé, contact the employer. In your cover letter, give either a general or a specific time that you will call or e-mail.

General I will call you *early next week*.

Specific I will call you *next Monday*.

- Practice 5 Write G if the action has a general time or S if the action has a specific time.

1. \_\_\_\_ I will contact you early next week.

2. \_\_\_\_ I will call you on Tuesday morning to make an appointment.

3. \_\_\_\_ I will e-mail you next week to arrange an interview.

4. \_\_\_\_ On Friday, I will call your assistant to set up an interview.

5. \_\_\_\_ I will telephone you tomorrow to answer any questions you have.

## Closing

In the closing, be sure to thank the reader for looking at your letter. Be positive. Mention a future conversation or meeting.

- Practice 6 Rewrite these sentences using the expression *I look forward to* [+ -ing verb].

1. I want to work with IronGate.

*I look forward to working with IronGate.*

2. I'd like to talk to you next week.

3. I'd like to meet with you.

4. I probably should discuss my interest in A-Way with you.

5. I hope I can contribute to your team.



Complete the sentences in this letter. Use the job advertisement and the words below.

| Changi News  |
|--|
| July 2, 20—<br>File clerk wanted. Must have high school degree. Send résumé to Mr. Paul Rook, Human Resource Director, Island International Airport, Singapore 659589. |

|          |           |           |           |
|----------|-----------|-----------|-----------|
| applying | forward   | part-time | Resource  |
| enclosed | interview | position  | Sincerely |

## Well SAID

In this letter, the writer uses *2nd* in the date *July 2nd*. This is called an *ordinal number*. The number *2* alone is a *cardinal number*.

You can use either type of number in the body of a letter, but in the date at the top always use a cardinal number (*July 17*).

Be consistent in your letter. If you use an ordinal number in one sentence, use ordinal numbers in the other sentences.

## That's Good Business!

When you send material, such as a résumé, with a letter, add the word *Enclosure* at the end of the letter. You can write what is enclosed (*Enclosure: Résumé*), but it is not necessary.



\_\_\_\_\_

(Write your address here.) \_\_\_\_\_

\_\_\_\_\_

July 17, 20—

Mr. Paul Rook  
Human (1) \_\_\_\_\_ Director  
Island International Airport  
Singapore 659589

Dear Mr. Rook:

I am (2) \_\_\_\_\_ for the position of file clerk that was advertised in the July 2nd *Changi News*.

I worked as a (3) \_\_\_\_\_ file clerk after school for three years. Now I am looking for a full-time position. I have (4) \_\_\_\_\_ my résumé, and I would like to schedule an (5) \_\_\_\_\_.

I will call you early next week to follow up on my application. I look (6) \_\_\_\_\_ to discussing this (7) \_\_\_\_\_ with you.

(8) \_\_\_\_\_ yours,

\_\_\_\_\_ (Write your name here.)

\_\_\_\_\_ (Print your name here.)

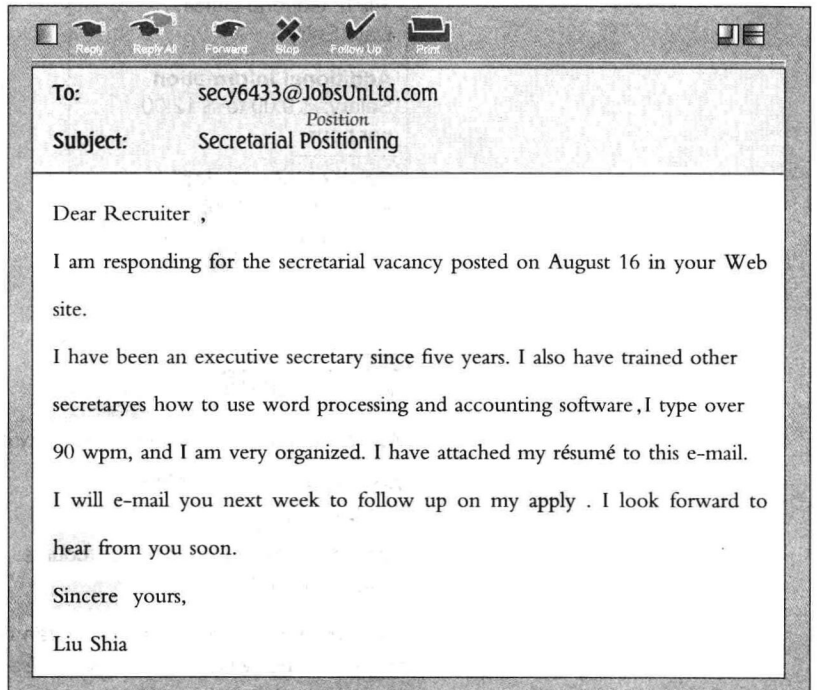
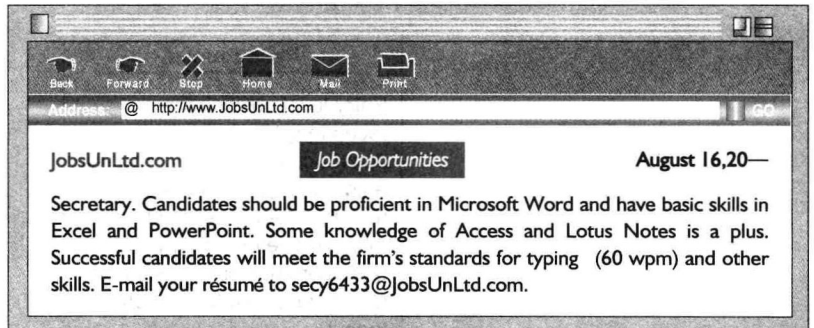
Enclosure



Liu Shia saw this job advertisement on a Web site and answered it. The shaded boxes show ten places where she made errors. Write the correct word or punctuation above the errors. The first one is done for you.

## Well SAID

The subject line is an important part of an e-mail. Be sure it clearly explains what the e-mail is about, and check it for mistakes before you send it.



## That's Good Business!



On Web sites, ads for job vacancies are *posted* (put on the Web site). The ad will tell you how to send your résumé. To send your résumé by e-mail, you can attach it as a file. Follow up to make sure the recipient was able to open your file.

## Letter Practice 3

On a separate piece of paper, write responses to one of the following job advertisements.

### Job Advertisement 1

#### Receptionist

Entry-level position for receptionist in dynamic construction company. You will enter data, greet customers, maintain database, and type memos. Prefer individual with good communication skills. Great compensation. Apply today!

#### Job Experience

Filing, General Office,  
Data Entry

#### Additional Information

Salary: \$9.00 to \$12.00  
per hour

#### Contact Information

Account Executive,  
myan@constructnow.com

### Job Advertisement 2

Web Discount Corporation of Barcelona, Spain, seeks full-time Client Services Coordinator. Responsibilities include greeting clients, answering telephones, and performing other clerical functions.

#### REQUIREMENTS:

1. High school diploma and/or business college program
  2. 2-4 years of clerical or administrative experience
  3. Excellent organizational skills
  4. Typing speed of 30 wpm
  5. Word processing and database experience
  6. Good communication skills
- If you would like to work in an exciting environment, fax or e-mail your résumé to: Pablo Caverio  
Fax: 93 412 1044  
E-mail: pcavero@webdiscount.org.es

## Well SAID

Most people use one of two styles for writing dates.

|                |              |
|----------------|--------------|
| U.S. style     | March 1, 20— |
| Non-U.S. style | 1 March 20—  |

This book uses U.S. style. Of course, you should use your country's style when you write letters.

The month in a date is usually written out in a letter. In business forms, the month can be written as a number. Be sure it is clear which number is the month. In a letter, it may be unclear to use numbers only, especially if the writer and the reader use different styles.

|                |                            |
|----------------|----------------------------|
| U.S. style     | 03/01/03 is March 1, 2003  |
| Non-U.S. style | 03/01/03 is 3 January 2003 |

## Words and Expressions to Know

Look at this list of words and expressions that were used in the unit. Their definitions are in the Glossary at the end of the book.

attach  
candidate

colleague  
follow-up

follow up  
opening

post  
proficient

requirement  
vacancy