

外研社  
实用英语丛书

# 商务英语



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# 商务英语

杨朝峰 赵静  
编

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# 前 言

随着近年来国际经济交往的加深和发展,我国对外投资企业和外商在华投资企业迅速增多,对外贸易急剧扩大,越来越多的人从事于对外经贸或三资企业的工作,或被派往国外工作,商业英语的运用在进一步扩大。虽然近年来已有大量此类书籍出版,但大都只限于外贸英语,很少涉及日常商用英语。本书的目的即在于为实践中的涉外商务人员和将从事涉外商业活动的人们,提供一册较为全面的、能结合我国对外贸易和西方日常商务及管理实践的参考工具书。

商务英语作为一种应用英语,受其实用性和西方国家多年来商业习惯的影响,形成了与日常英语所不同的风格、惯用格式和专用词汇及词语。本书拟通过对英文实例的注释和分析,力求使读者对对外经贸、一般商务活动及管理中出现的各种信函、文件有一全面的了解和掌握。一些例句、例文还可为实际商务活动中参照使用。

本书共分五部分内容,每一部分先是扼要的说明和解释,然后列举若干常用实例做进一步说明并供使用参考,例文都附有中文注释。第一部分为商务信函,以日常商函实例为主,并结合介绍一些贸易基础知识,包括业务开发、贸易安排、合同执行及索赔等,使读者在熟悉商业书面语言的同时,能增加一些对商业基础

知识和做法的了解。第二部分介绍商务电报、电传及传真;第三部分通过实例,介绍一般商业企业有关行政管理和商务管理的各种便函、表函和报告;第四部分以商务合同为基础,介绍贸易中出现的各类条款;第五部分选编商业往来中使用的主要单据,并加解释。书后附有英汉对照商用常用语。

本书例文参照了国内外一些同类书籍和资料,部分为编者近年来业务研究和工作实践中所收集(并经修改补充)。由于商务活动的方式和内容变化迅速,加之编者编写仓促,经验不足,不妥、未及和错误之处,诚请读者指正。

编 者

1994.8

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# 第一章 商务信函

## 一. 概述

商务信函是商务活动的一个重要组成部分,是通过邮寄或其它电讯设施而进行的商务对话,并常常被用作一种商务行为或合同的证据。它与私人信函最大的区别是发函者往往不认识收函人,收函人常是公司、商社、用户、政府机构、代理商、银行、雇员等。商务信函通常是为达到某种特定目的,如销售商品、询价、咨询信息、索赔、商务问候等。因此,它具有以下特点:

### (一) 以收函人为中心(READER'S POINT OF VIEW)

商务信函须紧紧抓住对方兴趣,以最合适的语气和语言以期取得对方相应的反应,从而达到目的。所以就要求作者设身处地地考虑一番读者在收悉其函时的感受和可能采取的行为。也只有以对方为中心(You-approach),多考虑对方的想法和利益,才能争取对方的重视和尽快答复。请看以下一组对比:

A: Crowd-approach

B: You-approach

1) We are pleased when We are grateful for the

we receive such suggestions from our customers. suggestions you have made.

2) This book will help the readers in writing good English. This book will help you in writing good English.

3) We feel sorry when we find that our customers are not satisfied with our merchandise. We are sorry that you are not satisfied with the electric kettle you bought from us.

当然，以对方为中心并不意味着放弃自身利益，而是充分阐明双方的共同利益及如何发展这种利益。

尽管“商函”是一种“公函”，其内容和语气很大程度上受某种特定情况下要实现的目的约束，但信函也反映了作者的性格，同时无论是写给个人还是写给机构收的，总是由某一人启阅，所以，商务信函的风格不仅影响该函的效力，而且影响到读者对作者秉性，甚至其所代表的机构工作作风的看法。

## (二) 礼貌(COURTESY)

礼貌是缓和紧张气氛，赢得善意尊重的有效手段。所以，尽管商场竞争激烈，但表现在商函上总是彬彬有礼。尤其是当你收到失礼的信函或提出异议，索赔及拒绝对方要求时，更要注意。请比较下面两则给求职者的回绝函：

A: With reference to your application of 14 May for the post of Assistant Manager in our Sales Depart-

ment, you are hereby informed that we are not able to offer this position to you.

B: Thank you very much for your application of 14 May for the post of an Assistant Manager in our department.

We are sorry that at present we are not able to offer you this position.

But we have noted your qualification and experience and put your application on our files. Should an opportunity arise in future, we shall be pleased to consider you again. We appreciate the interest you have shown in our organization.

可以看出, 例 B 较例 A 更为礼貌, 易于被人接受.

下面例句中的斜体部分是商业信函中常用的礼貌用语:

*Many thanks (或 Thank you very much) for your letter of 12 September, 1992.*

*We are glad to note* that you are now in a position to pay our bill.

*We appreciate* your writing to us so promptly.

*We regret to inform* you that we cannot meet your order immediately.

*We are sorry that* you did not receive the books in time.

*You will be pleased* to know that we have despatched the books you ordered in your letter of 16 July, 1992.

而在商业信函中应尽量避免使用以下用语：

You state...

You are wrong in saying...

We find it difficult to believe...

Your claim that...

We must firmly state...

Your complaint that...

We cannot accede to your request...

We are forced to refuse...

We demand...

此外，为缓和气氛，商函中尽量使用直接和肯定语气，而避免使用否定句，如：

#### Negative

#### Positive

- |  |  |
|--|--|
| 1) You fail to tell us...                                | Please let us know...                  |
| 2) We cannot help you unless...                          | We shall be pleased to help you if...  |
| 3) We cannot help you with...                            | We suggest that you...                 |
| 4) We have not heard from you.                           | We should appreciate hearing from you. |
| 5) You have not cared to pay attention to our complaint. | Please look into our complaint.        |

### (三) 直接简练(DIRECTNESS AND CONCISENESS)

由于商人业务繁忙，求实而重效率，每天要处理大量的信函，收函人关心的是所收函如何影响其业务，

他应采取哪些行动，所以商函宜直接简练，开门见山争取以最少的语言传送最多的信息。切忌拖泥带水，过分修饰而显啰嗦，使人觉得废话连篇而不知所云。请看下例：

In point of fact, it is worth placing on record that a high proportion of the assignments given to our agricultural <sup>1010. 17: 2h</sup> engineering trainees in this locality were performed by them in a highly satisfactory manner whether regarded from the point of view of the experience they gained or the contribution they made to their firms' productivity. The only instance of a firm failing to provide the kind of training positions required was in the case of Swastika Tractors who expressed their complete inability to offer vacancies in connection with project work in spite of the fact that we had requested no more than two training places.

这段话用了 100 多词，要阐明的无非是以下三点意思：1) 给学员们下的任务多数完成得令人满意；2) 他们获得了经验并支援了工厂的生产；3) 只有 Swastika Tractor 厂没提供所要求的两个训练机会。而经如下简化，则可用 40 多个词使上述意思一目了然：

A large number of assignments given to our trainees were performed by them satisfactorily. They gained experience and contributed to the firm's productivity. Only Swastika Tractors were unable to provide the two training places we had requested them for this project.

再比较以下几例 A、B 对照句，B 句要较 A 句更

为简洁明了。

例 1. A) We wish to acknowledge receipt of your letter of October 20, with the check of \$ 12, 000 enclosed and wish to thank you for same.

B) We appreciate your letter of October 20 enclosing a check for \$ 12, 000.

例 2. A) By this letter we would ask you to consider our proposal.

B) Please consider our proposal.

例 3. A) Whenever there is any way in which we can be of assistance, please feel free to contact us.

B) Please let us know whenever we can be helpful.

商务英语的洗练不仅体现在句法的简练,而且体现在用词的直接和简明。随着当代商务英语的日益求实化,传统英语中许多格式化的惯用语逐渐被视为陈词滥调而为日常英语所取代,如:

传统惯用语

现代常用语

1) As advised in our communication      As stated in our letter

2) At all times      Always

3) As per your instructions      As instructed

4) At the time of writing      At present; Now

5) Attached herewith      Attached

6) Attached please find      Attached is

7) At your earliest convenience      As soon as you can; Soon

- |  |                             |
|--|-----------------------------|
| 8) Beg to acknowledge                  | Acknowledge                 |
| 9) By reason of the fact<br>that       | Because                     |
| 10) Enclosed please find               | Enclosed                    |
| 11) For the month of July              | For July                    |
| 12) For the purpose of                 | For                         |
| 13) In a satisfactory man-<br>ner      | Satisfactorily              |
| 14) In compliance with<br>your request | As requested                |
| 15) In the case of                     | If                          |
| 16) In early course                    | Soon                        |
| 17) In view of the fact<br>that        | Because of                  |
| 18) In the event of this<br>occurrence | If this happen taking place |
| 19) In the event that                  | If                          |
| 20) In the nature of                   | Like                        |
| 21) In the majority of in-<br>stances  | Usually                     |
| 22) In point of fact                   | In fact                     |
| 23) It is desired that we<br>receive   | We want                     |
| 24) Make necessary ad-<br>justment     | Adjust                      |
| 25) On a few occasions                 | Occasionally                |
| 26) Should prove of inter-             | Should interest you         |

est to you

27) Taken into considera-    Considered  
tion

28) This is to thank you    Thank you

29) Wish to thank    Thank

此外，一些毫无意义的形式性结束语也逐步被淘汰，诸如：

Assuring you of our prompt services always...

Trusting you will find this information satisfactory...

Hoping to hear from you at your earliest convenience...

#### (四) 准确清楚(PRECISION AND CLARITY)

商务英语可谓字字千金，必须准确清楚地表达所要传递的信息，谨慎使用夸张、比喻等手法，尽量避免使用模棱两可的词语，以免产生不必要的争议，因为商务信函通常用来作为确定有关当事人权利和义务的依据。请比较下列句子：

A. We will leave this matter to the company, the details of which are unknown to us.

B. We will leave to the company this letter, the details of which are unknown to us.

A. He needs a policy for his car that would cost him \$ 50 every year.

B. For his car, he needs a policy that would cost him \$ 50 every year.



A. We shall be able to supply 10 cases of the item only.

B. We shall be able to supply 10 cases only of the item.

显然, B 要比 A 更为准确清楚。

## 二. 商务信函的布局 (LAYOUT OF A BUSINESS LETTER)

### (一) 信封(THE ENVELOPE)

商务信函的信封书写要求有三: 准确(ACCURACY)、清楚(LEGIBILITY)、悦目(GOOD APPEARANCE)。具体<sup>legibility</sup>写法如下:

#### 1. 收信人名称地址

在办公室高度自动化的今天, 多数商务机构都把常用客户名址输入电脑, 用时直接打印在信封上, 位于信封的中央稍偏右。内容大致有三种:

A. 写给公司某人, 如:

Mr. James Ma

C & O, President

Virokey Banking Co., Ltd.

246 Dover Drive

Springfield, Ohio 44809

U. S. A.

B. 写给公司一位不知名的职员, 如: