

商务文秘系列丛书

商务文秘英语

主
编 廖 瑛

中南工业大学出版社

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序



商务秘书工作是商业企业中的一项重要的工作。由于它在企业中所处的重要地位和承担着为企业领导决策服务的重要职责,因而对企业的经营活动起着特殊的作用。长期来,我国商业战线的广大秘书工作人员醉心事业,勤奋工作,为商业企业的发展作出了应用的贡献,也积累了丰富的工作经验。随着社会主义市场经济的发展,商务活动在整个社会经济活动中的地位 and 作用显得越来越突出,因而也促使商务秘书工作得到了发展。商务秘书工作队伍日益壮大,领域正在拓宽,手段不断改进。特别是广大商务秘书工作者在改革开放的大潮中,发挥了极大的主动性和创造精神,他们适应形势发展的需要和企业领导工作的要求,大胆尝试,勇于革新,对新形势下商务秘书工作的职责、任务、要求、方法等都作了一系列新的探索,创造了很多宝贵的经验,推动了商业企业的稳定和发展,得到了商业战线各级领导的高度赞扬。认真地系

统地总结这些实践经验,上升到理性认识的高度,必将更好地指导实践,推动商务秘书工作的进一步发展。

同时,由于社会主义市场经济体制的建立是一项伟大的变革,它必然对传统的思想观念和工作方法带来巨大的冲击。商业战线处在市场经济的前哨,也最直接、最深刻地感受到市场经济的脉搏,因此,市场经济的迅猛发展,也使传统的商务秘书工作面临着新的挑战。新情况、新问题不断涌现,各种新的课题也不断提到商务秘书人员的面前,诸如:在市场经济条件下,商务秘书工作出现了哪些新的特点?市场经济体制的建立对商务秘书工作提出了什么新的任务和要求?新形势下,商业企业的秘书工作如何更好地为企业的高效营运和企业领导的科学决策提供高质量的服务?商务秘书人员如何不断提高自身素质和加强队伍建设?商业秘书部门的工作方法和工作手段怎样改进?等等。正确地回答和解决这些问题,是推动商务秘书工作更好地适应社会主义市场经济发展的迫切需要。

值得欣慰的是,湖南省秘书学会、中南工业大学出版社和湖南商学院等高校的一些同志,会同商业企业家,做了大量的艰苦的工作,策划和撰写了这套《商务文秘系列丛书》。看了他们寄给我的几本样稿,我觉得这套丛书不同于一般的秘书工作专著,而是具有

鲜明的商务秘书工作特色。全书对我国商务秘书工作的性质、职能、特点、内容、方法,特别是对商务秘书人员应具备的素质等,都作了广泛而深入的探讨,既有理论的阐述,又有实践的总结,是一套融理论性、知识性和操作性为一体的商务秘书工作的好教材,是商务秘书人员一套不可多得的业务参考书。借此机会,我代表商业战线的广大秘书工作者对他们的辛勤劳动和无私的奉献表示衷心感谢!我相信,这套丛书的出版,对我国商务秘书工作的发展,必将起到极大的推动作用。

前 言

《商务文秘英语》是由湖南省秘书学会组织编写的《商务文秘》系列丛书之一,是从事外贸、外经和外事工作的公关文秘人员必不可少的工具书。全书分十个单元。第一、二单元包括外宾接待和商务谈判;第三单元和第四单元传授电报电传文稿的草拟和破译法;第五单元至第八单元分别讲述商务书信、商务合同、社交书信、告启文书的写作。第九单元是会务安排。由于各单元均有其特点,编排方式也各自适应其内容。各单元中各课均有生词、词语、注释及练习。各类文书均有中文译文,练习均有答案,供读者参考。本书融英语语言知识和文秘业务知识为一体,内容新颖、表达流畅、重点突出、实用性强。可作高等学校公关文秘专业、外贸专业、外经专业、酒店与宾馆管理专业、国际旅游专业的教材;对从事外贸、外经、外事及合资企业工作的公关文秘人员、翻译人员和业务工作人员均有很强实用价值。

本书由湖南大学国际商学院廖瑛主编,中南工大外语一系盛之、湖南财经学院吴克成、湖南教育学院外语系叶邵宁任副主编。参加本书编写工作的有:廖瑛(第二单元、第三单元、第四单元、第五单元和第六单元),中南工大外语一系盛之(第一单元),湖南教育学院叶邵宁(第八单元),湖南财经学院吴克成(第八单元、第九单元)。

在编写过程中,编著者参阅了国内外的有关书籍和资料,从中获得了很大的启示,在此谨致以衷心的感谢。

湖南省秘书学会和中南工业大学出版社对本书的组织与

出版给予了大力支持,在此表示衷心感谢。

由于作者水平有限,书中缺点错误在所难免。欢迎同行专家和广大读者不吝赐教,批评指正。

廖 瑛

1996 年 1 月于湖南大学国际商学院

内容简介

本书讲述商务文秘人员应掌握的商务英语口语和商务英语应用文写作方法,培养商务文秘人员的工作能力,如外宾接待、商务谈判、草拟英文电报电传、书写和处理商务书信、商务合同、告启文书和一般社交书信,安排会议事务等。

本书融英语语言知识和涉外文秘知识为一体,内容新颖、表达流畅、重点突出、实用性强。可作高等学校公关文秘专业、外贸专业、外经专业、酒店与宾馆管理专业、国际旅游专业的教材;对从事外贸、外经、外事及合资企业工作的业务人员、翻译人员和公关人员均有很强的实用价值。

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Unit I

Receiving Foreign Guests

外宾接待

Working as a secretary in a company or any other business organizations, you are not only an assistant to your boss in business matters, but also a public relations worker. Everyday you are likely to meet a lot of people, maybe people from all walks of life and you need to make responses to their requests and attend to trivial matters of every conceivable kind. Reception work surely will take up a lot of your time and attention. Thus it is necessary for you to familiarize yourself with some formalities and language for reception work.

Lesson One

Greetings and Introduction

As a secretary or an office worker, the first thing to learn in reception work is greetings and introduction. That's the beginning of everything. If you give people the first impression of being kind, friendly and polite, then you would-be clients may be willing to work with you or start business contact with you. But to be appropriate in greetings and introduction is by no means easy. We have to observe very carefully the differences

between the Western and Chinese social customs and language habits. ① Only in this way can we avoid misunderstanding and establish friendly relationship.

In the following are a few dialogues that take place between Mr. Chen as the manager, Ms. Yang as the secretary, and Mr. Brown as the manager of a foreign company.

1. Allow Me to Introduce Myself

(The broadcast has just announced the landing of Mr. Brown's flight. Ms. Yang is now waiting at the exit.)

Ms. Yang: Mr. Brown, I believe?

Mr. Brown: Yes.

Ms. Yang: Allow me to introduce myself. My name is Yang Lan.

Mr. Brown: So you are Ms. Yang. Nice to meet you. I have the feeling that we have known each other for a long time.

Ms. Yang: Of course, we have talked to each other for so many times over telephone. How is your trip?

Mr. Brown: Very good. And how is Mr. Chen?

Ms. Yang: He is fine. He meant to ② come here to meet you in person ③. But some other business held him back. ④ So he asked me to come in his place. ⑤

Mr. Brown: That's exactly the same.

Ms. Yang: Are we ready to go? Do you have all your luggage here?

Mr. Brown: Yes, I have only three pieces of luggage and they are all here.

Ms. Yang: Let me help you with your suitcase. ⑥

Mr. Brown: No, no. It's too heavy for you i can manage myself.

Ms. Yang: Come on. Let me take some thing for you.

Mr. Brown: Well, if you insist, take this handbag for me.

Ms. Yang: Of course. I reserved a suite in a five-star hotel in downtown. It offers the highest standard of comfort and service.

2. I'd Like to Meet Your Manager

Mr. Brown: Excuse me, Ms. Yang. May I come in?

Ms. Yang: Why, of course. Come in, please. Take a seat here. Do you want tea or coffee?

Mr. Brown: Coffee, please.

Ms. Yang: With milk?

Mr. Brown: Yes, please, but no sugar.

Ms. Yang: So how is everything? Did yor have a good sleep?

Mr. Brown: Yes. The hotel is very good. Thank you for your arrangement. But I think it takes a little while to adjust to the time difference. ⑦

Ms. Yang: Well, it's always the case when you travel from one end of the earth to the other.

Mr. Brown: Ms. Yang. If you don't mind, I'd like to meet your manager now.

Ms. Yang: I'm sorry we didn't expect you to come here so early. But Mr. Chen will be here in a moment. Ah, I think he is coming. I'll go and inform him of your arrival.

Mr. Brown: Thank you.

3. Let Me Introduce You

Ms. Yang: Manager. Hurry along. Mr. Brown has been here for quite a while. (to Mr. Brown) Mr. Brown. Let me introduce you to each other. This is our manager, Mr. Chen. This is Mr. Brown. ⑧

Mr. Brown: Hello^⑨, Mr. Chen. Glad to meet you.

Mr. Chen: Hello, Mr. Brown. Glad to meet you, too. Sorry to have kept you waiting for so long.

Mr. Brown: That's all right. It's not really long.

Mr. Chen: We have been looking forward to your coming.

Mr. Brown: Thank you. Actually I have been looking forward to meeting you, too. By the way, here is my name card.

Mr. Chen: Thank you. Here is mine. Where shall we start first, Mr. Brown? Maybe I should make a brief introduction about my company.

Mr. Brown: That's a good idea.

Notes

1. 中西方人见面或初次见面时打招呼的语言有着很大的差异, 比如, 一般来说, 西方人尊重个人的隐私权, 喜欢问一些“事不关己”的问题; 而中国人有着好客热情的优良传统, 则喜欢提些问寒问暖的问题, 如:

您吃过饭了吗? 您这是到哪里去?

您几岁了?

您结婚了吗? 有几个孩子?

如果您向西方人这样问候, 他们会感到很尴尬, 甚至感到不快。那么西方人见面应说些什么呢?

①简单地打个招呼:

Hello 您好

Good morning. 早上好

Good afternoon. 下午好 Good evening. 晚上好

②相互问候:

How are you? 您好吗?

How is your wife? 您妻子还好吗?

How is everything at home? 家里一切还好吗?

③谈论天气:

Nice weather, isn't it? 天气很好, 是不是?

2. Mean to do sth: 本来打算干某事

3. In person: 亲自

4. Hold sb back: 使某人脱不开身

5. In sb's place: 顶替某人

6. Help sb. with sth: 帮助某人做某事

7. Time difference: 时差

8. 在西方把客人作相互介绍时, 按照社会习俗, 我们一般会把地位低的人介绍给地位高的人; 年幼的介绍给年长的; 男的介绍给女的, 以此类推, 这样做主要是表示对后者的尊敬。

9. Hello = How do you do?

当他人向你作完介绍后, 你应该礼貌地说声: 您好。在英文中, 你可以说 Hello, 也可以说 How do you do? 至于用哪个好些, 视场合而定, 后者用于较正规的场合, 而前者显得随便一些。

Words and Expressions

greeting ['gri:tiŋ] *n.* 打招呼

introduction [intrədʌkʃən] *n.* 介绍

impression [im'preʃən] *n.* 印象

friendly ['freindli] *adj.* 友好的

polite [pə'lait] *adj.* 礼貌的

would-be [wud-bi] *adj.* 未来的

client [klaɪənt] *n.* 客户
appropriate [ə'prəʊpɪt] *adj.* 合适的; 恰当的
observe [əb'zə:v] *vt.* 观察
custom ['kʌstəm] *n.* 风俗
relationship [ri'leiʃənʃɪp] *n.* 关系
broadcast ['brɒdkɑ:st] *n.* 广播
announce [ə'naʊns] *vt.* 宣布
landing ['lændɪŋ] *n.* 着陆
flight [flaɪt] *n.* 航班
exit ['eksɪt] *n.* 出口
luggage ['lʌɡɪdʒ] *n.* 行李
suitcase ['sju:tkeɪs] *n.* 手提箱
insist [ɪn'sɪst] *vi.* 坚持
handbag ['hændbæɡ] *n.* 手提袋
reserve [rɪ'zə:v] *vt.* 预定
suite [swɪt] *n.* 套房
five-star [faɪv-stɑ:] *adj.* 五星的
downtown ['dəʊntəʊn] *n.* 市中心
standard ['stændəd] *n.* 标准
comfort ['kʌmfət] *n.* 舒服
service ['sə:vɪs] *n.* 服务
arrangement [ə'reɪndʒmənt] *n.* 安排
adjust (to) [ə'dʒʌst] *vi.* 调节(适应)

Exercise

1. Complete the following dialogues:

(A)