



国际商业英语广播课程
高等经贸院校教学用书

**COMMERCIAL
LETTERS IN ENGLISH**

商业书信

马宗贤 编著

中国国际广播出版社

国际商业英语广播课程
高等经贸院校教学用书

商业书信

COMMERCIAL LETTERS IN ENGLISH

马宗贤 编著

中国国际广播出版社

图书在版编目 (CIP) 数据

商业书信 / 马宗贤编著. — 北京: 中国国际广播出版社, 1995.8 (2003.4 重印)

ISBN 7-5078-1269-3

I. 商... II. 马... III. 商业—英语—书信—写作—电视大学—教材 IV. H315

中国版本图书馆 CIP 数据核字 (2003) 第 022549 号

商业书信

编 著	马宗贤
责任编辑	彭秀军
封面设计	耕者设计工作室
出版发行	中国国际广播出版社(68036519 68053304(传真))
社 址	北京复兴门外大街2号(国家广电总局内) 邮编:100866
经 销	新华书店
印 刷	河北迁安鑫丰印刷有限公司
装 订	河北迁安鑫丰印刷有限公司
开 本	850 × 1168 1/32
字 数	227 千字
印 张	10
版 次	1995 年 8 月 北京第 1 版
印 次	2003 年 4 月 第 2 次印刷
书 号	ISBN 7-5078-1269-3 / H·86
定 价	14.30 元

国际广播版图书 版权所有 盗版必究
(如果发现印装质量问题, 本社负责调换)

前 言

国际商业英语广播课程是由中央人民广播电台和对外经济贸易大学于1988年开办的。至今已开办5期,参加函授的学员人数高达数万人。这充分说明开办这一广播课程是符合广大听众要求的,是符合社会主义市场经济需要的。从开播以来它就具有很强的生命力,这与党和国家领导人的支持是分不开的,尤其是人大常委会副委员长、原国务院副总理田纪云同志和国务院副总理、原经贸部部长李岚清同志亲临我校视察负责该课程的外贸英语中心,这对我们是很大的鼓舞和支持。几年来,我们本着对学员高度负责的精神,将节目不断更新,补充内容,提供面授,增加答疑,严格考试和结业,选拔优秀学员到我校参加奖学金班学习。通过强化学籍管理,提高了教学质量,使节目越办越好。

最近经贸大学继续教育学院同中央人民广播电台科教部对办学的效果和经验进行了认真评估和总结,并决定开办第六期广播函授课程。根据广大学员的要求,我们选定了三本教材。《外贸谈判》是由经贸大学陆墨珠教授编写的,这是一套全新的谈判教材,第一次面世,系统、全面地反映了目前经贸战线急需的同外商进行各种外贸谈判的详细内容;《商业书信》由经贸大学马宗贤教授集一生之经验写就的最新商业书信,此书在《外贸函电》的基础上进行了较大幅度的变动,根据外贸发展趋势省却了电文(电报)部分,内容充实、颇具操作性;《出口业务》由经贸大学谢毅斌副教授在1990年编写出版的《出口管理》一书的基础上进行了修订,新增加了一些国际上认可的外贸法规,内容新颖,实用性强。通过对这三

本书的学习,我们相信可大大提高学员的外贸英语的综合运用能力和外贸业务水平。

这套教材适合外经贸企业、三资企业和涉外企业的广大职工,各经贸类大专院校、中等专业学校的师生以及广大外贸英语爱好者使用。我们希望大家踊跃参加广播函授国际商业英语的学习,为开创我国外经贸新局面做出贡献。

对外经济贸易大学
继续教育学院
1990年5月20日

编 者 的 话

《商业书信》是应对外经济贸易大学和中央人民广播电台联合举办的《广播函授国际商业英语课程》的需要,受对外经济贸易大学继续教育学院的委托而编写的。

这本教材共 45 课,涉及外贸业务的询盘、发盘、还盘、接受、付款、装运、索赔等基本业务环节,选材力求实用,文字力求规范、简练。为帮助自学,教材还有四个附件:销售确认书、信用证样例、练习参考答案和课文参考译文等。

这本教材的编写和出版,得到了对外经济贸易大学继续教育学院各位院领导的指导,得到了继续教育学院外贸英语中心以及资料教材科的领导和同志们的大力支持,在教材编写过程中中央人民广播电台科教部尤其是英语组张力编审等同志提供了很多宝贵的建议,特此致谢。

教材有任何不当之处,欢迎指正。

编 者

1995 年 5 月

CONTENTS

Lesson	1	Communication and Business	(1)
Lesson	2	Letter—A Common Communication Medium	(8)
Lesson	3	Business Letter-Writing	(14)
Lesson	4	Clarity, Conciseness, Courtesy	(20)
Lesson	5	Structure of Business Letter	(26)
Lesson	6	Letter Styles	(37)
Lesson	7	Seeking Friends through the Bank	(46)
Lesson	8	Seeking Friends through Chamber of Commerce	(52)
Lesson	9	Credit Inquiry	(57)
Lesson	10	Reply to Credit Inquiry	(60)
Lesson	11	Trade Reference	(63)
Lesson	12	Credit Information	(66)
Lesson	13	A Letter to a Japanese Exporter	(73)
Lesson	14	A reply to the Letter in Lesson Thirteen	(76)
Lesson	15	Asking for Catalogues	(82)
Lesson	16	Sending Catalogue and Price List	(85)
Lesson	17	A Specific Inquiry	(88)
Lesson	18	Sending Samples	(92)
Lesson	19	An Offer Without Engagement	(99)
Lesson	20	A Firm Offer	(105)
Lesson	21	Proforma Invoice	(111)
Lesson	22	Goods (Supplied) on Approval	(116)
Lesson	23	An Order	(119)
Lesson	24	Acknowledging an Order	(123)

Lesson	25	Selling Substitutes	(126)
Lesson	26	A Counter-Offer	(129)
Lesson	27	Declining a Counter-Offer	(133)
Lesson	28	A Counter-Offer and the Favourable Reply	(137)
Lesson	29	Requesting Special Discount	(144)
Lesson	30	Granting Special Allowance	(147)
Lesson	31	Acceptance of an Offer of Sugar	(150)
Lesson	32	Confirming an Order	(153)
Lesson	33	D/P and D/A	(157)
Lesson	34	Payment by L/C	(163)
Lesson	35	Urging Establishment of Letter of Credit ...	(166)
Lesson	36	L/C Amendment	(170)
Lesson	37	Extension of an L/C	(173)
Lesson	38	Shipping Instructions	(177)
Lesson	39	Urging Shipment	(180)
Lesson	40	Shipping Advice	(183)
Lesson	41	Chartering ship	(186)
Lesson	42	Packing	(190)
Lesson	43	Insurance	(193)
Lesson	44	Claim for Shortweight and Inferior Quality	(196)
Lesson	45	Settlement of the Claim for Shortweight and Inferior Quality	(200)
Appendix	I	A Sales Confirmation	(205)
Appendix	I	A Letter of Credit	(214)
Appendix	II	Key to Exercises	(220)
Appendix	IV	Chinese Versions of the Texts	(255)

LESSON ONE

COMMUNICATION AND BUSINESS

Communication is the lifeline of modern business. Without it business cannot function. Every transaction needs communication.

The objective of business is to produce and sell for a profit goods and services that satisfy society's needs and wants. Such goods and services are made available in a market, the place where buyers and sellers meet. It is at the market that supply and demand are consummated in a purchase-sale transaction at a specific price. The profit motive is the seller's primary inducement to engage in business.

Every successful enterprise is dependent on its management. Successful managerial performance rests on three basic elements: leadership, motivation, and communication. When a highly successful company begins to fail, or loses its momentum, it is usually a consequence of incompetent leadership and, in almost every instance, a breakdown in communication is found to be a contributing factor.

As students of international trade, we will concentrate our study on communications in international trade, in international business, or rather, in international marketing.

Marketing is the performance of business activities that direct the flow of goods and service from producer to consumer or user.

Simply to produce a product is not enough. The product must be transported, stored, priced, advertised, and sold before the satisfaction of human needs and wants is accomplished.

Communication is a major part of international marketing. Not only must the right product be offered for sale in the right place and time and at the right price, but the right message must be communicated via the right media to the right market targets at the right time. It is necessary to provide information—— such as messages about products which are exported—— that buyers need to make purchasing decisions. Marketing activities facilitate the exchange of goods between producer and user. And, a qualified marketer must be a communications specialist.

NOTES

1. COMMUNICATION AND BUSINESS 这节课文从三个方面 (the objective of business, management 和 marketing)来说明 communication 和 business 的关系: "Communication is the life-line of modern business. Without it business cannot function."

信息沟通是商业活动不可缺少的要素。良好的信息沟通是一个成功企业组织的基本要素之一。在出口销售中,为了让不同国家的顾客和潜在消费者了解出口企业和产品,必须加强促进销售的工作。促进销售就是在卖方和买方之间互通信息(commu-nication),彼此了解,为达成交易创造有利的条件。

Communication 在这里是指“信息沟通”、“信息交流”、“意见沟通”或“意见交流”。

Business 在这里是指“商业”(commerce)和“贸易”(trade),既可

以指行业也可以指它的业务活动。

2. Without it business cannot function. 缺了它,生意就做不开。没有信息的沟通,业务就无法开展。

function *v. i.* 起作用;有效用

例如: Some English adverbs function as adjectives.

3. ...that satisfy society's needs and wants. (商品和劳务)满足社会的需要和欲望。

need *n.* requirement; something felt to be necessary

want *n.* lack; thing to be desired

4. It is at the market that supply and demand are consummated in a purchase-sale transaction at a specific price. 正是在市场上,在以具体的价格达成的买卖中,供给和需求才得到完美的结合。

It is/was...that...这句子中的“*It*”没有具体词义,它只是用来帮助改变句子的结构,使句子中的某一成分受到强调。这句强调的是 *at the market*.

It is/was + 强调部分 + *that/who/whom*...

例如: Mr. Li met Mr. Brown at the airport yesterday.

(1) 强调主语 Mr. Li

It was Mr. Li who/that met Mr. Brown at the airport yesterday.

(2) 强调宾语 Mr. Brown

It was Mr. Brown whom/that Mr. Li met at the airport yesterday.

(3) 强调地点状语 *at the airport*

It was at the airport that Mr. Li met Mr. Brown yesterday.

(4) 强调时间状语 *yesterday*

It was yesterday that Mr. Li met Mr. Brown at the airport.

使用上述句型时,应注意以下几点:

(1) 强调主语时,如主语指人,可用 *who* 或 *that*;如主语指

物,则多用 *that*;

(2)强调宾语时,如宾语指人,可用 *whom* 或 *that*;如宾语指物,则多用 *that*;

(3)强调状语时,只可用 *that*,不可用 *where, when* 等。

consummate v. t. 成就;完成

specific adj. 明确的;确切的;具体的

5. *to engage in business* 从事商业

6. *be dependent on* 取决于

7. *successful managerial performance* 管理(实践)成果/成就

8. *loses its momentum* 失去(它的)势头

9. *incompetent leadership* 无能的/不称职的/不胜任的领导(层)

10. *a breakdown in communication* 信息沟通的障碍

信息沟通的障碍很多,如:词不达意、语言的差异、知识和经验的局限、缺乏注意力、信息传递的障碍等。

11. *a contributing factor* (一个)促成因素

12. *...that direct the flow of goods and service from producer to consumer or user.* (营销活动)引导商品和劳务从生产者流向消费者或使用者。

direct v. t. 把……引向

例如: *We hope you will direct the attention of your user to the quality of our products.* 希提请你方用户注意我方产品的质量。

13. *...the right product be offered for sale in the right place and time at the right price...*

Right product 适销对路的产品; *right price* 定价合理,能为市场和顾客所接受; *right time* 合适的时机,错过时机就会导致库存积压,甚至企业倒闭; *right place* 合适的地点,市场不合适也会导致推销失败。

14. ...but the right message must be communicated via the right media to the right market targets at the right time. 而且要在合适的时间,通过合适的手段,把合适的信息传达到合适的标的市场去。

在竞争激烈的国际市场上,现代销售活动,既要研制适销对路、品质优良的产品,制定有竞争力的价格,提供便利购买产品的销售渠道,还要提供信息,使国外消费者和用户及时、充分地了解企业本身的情况和它的产品(包括价格、购买地点等),从而产生购买动机,选购该企业的产品。

15. a qualified marketer (一个)有资格的/具备必要条件的/合格的营销人员

EXERCISES

I. Complete the underlined words:

1. Every tran _____ needs com _____.
2. Such goods and services are made ava _____ in a mar _____.
3. The pro _____ motive is the seller's primary ind _____ to eng _____ in business.
4. Every successful ent _____ is dep _____ on its management.
5. When a highly successful company begins to f _____, or loses it mom _____, a bre _____ in communication is found to be a contributing fac _____.
6. Marketing is the perf _____ of business act _____ that

direct the fl _____ of goods and service from producer to
con _____ or user.

7. The product must be tran _____, st _____,
pr _____, ad _____, and sold before the satisfaction of
human needs and wants is ac _____.

8. It is necessary to provide inf _____ that buyers need to
make pur _____ dec _____.

I. Multiple Choice:

1. The objective of business is to (a) produce and sell goods, (b) satisfy the needs and wants of society, (c) produce and sell goods to satisfy the wants and needs of society, (d) produce and sell goods and services for a profit.
2. Most business failures are caused by (a) depression, (b) inflation, (c) competition, (d) mismanagement.
3. Desire and the purchasing power of buyers are reflected by (a) supply, (b) profit, (c) demand, (d) none of the above.
4. Successful management performance rests on (a) leadership, (b) motivation, (c) communication, (d) all the above.
5. The primary purpose of management is to achieve stated objectives with (a) personnel, (b) materials, (c) resources, (d) all the above.
6. Which of the following are marketing functions?
(a) Buying, (b) Selling, (c) Storing, (d) All the above.

II. Translate the following into English:

1. 信息交流是商业活动的基础,离开了它,业务就无法开展。
2. 每个成功的企业都离不开管理,而从它的信息沟通能力可衡量其管理潜力。
3. 营销是引导商品和劳务从生产者流向消费者或使用者。

4. 一个合格的营销人员应该是一个信息沟通专家。
5. 正是在市场上,在以具体价格达成的买卖中,供给和需求才得到完美的结合。

LESSON TWO

LETTER—A COMMON COMMUNICATION MEDIUM

Every company, big or small, do business with people and communicates to dozens of different publics such as suppliers, dealers, manufacturers, customers, prospective purchasers, and government agencies. These publics are all external to the company. Of the many types of written communications, it is certainly letters that are used as the primary means of external communication.

The letter is a common communication medium. There are several reasons; a letter establishes a record that can be used for later reference; distance can be spanned at relatively small cost; routine matters can be completed efficiently with the help of letter forms.

Every letter that leaves the office should be looked upon as a representative of the firm and as a messenger of goodwill. Obviously then, the business letters should be made as interesting and personal as possible.

A letter is a personal contact. This contact is accomplished by putting words on paper. The writer of the letter put on paper a message; thus a conversation begins. The writer has "first say", but he may, and often does, invite the reader to reply. As the letters pass back and forth, the two persons "talk" to each other until there is a meeting of minds, or, for lack of it, the conversation ends.

If you want to write successful letters, always keep in mind that you are going to have a talk with your reader. The man who has a sense of personal contact has a better chance to make what he says interesting and convincing than the one who feels he is "writing letters." In a good letter, one man talks to another. The reader must be made to forget that he is reading a letter.

Your readers are not just names. They are people. Letters are part of public relations, and that means human relations. "The most effective letters," says a bulletin, "are messages from real people to other real people." The letters must be easy to read and easy to understand. They must be friendly and courteous. The often-stressed point that business letters should develop goodwill is a principle of vital significance.

NOTES

1. do business with 和……做生意
2. different publics such as suppliers, dealers, manufacturers, customers, prospective purchasers, and government agencies 不同的公众如供应者、商人、生产者、顾客、预计买主和政府机构等
3. the primary means of external communication 与外界联系的基本手段; 与公司外部沟通信息的首要手段
primary *adj.* 首要的; 基本的
external *adj.* 外部的
4. a common communication medium 常用的联系媒介
medium *n.* 媒介
例如: Commercial television is a medium for advertising. 商业电