



普通高等教育“十一五”国家级规划教材
江苏省精品课程教材

新编国际商务 英语函电 (第三版)

程同春 程欣 编著

International Business
Correspondence in English



东南大学出版社
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普通高等教育“十一五”国家级规划教材

江苏省精品课程教材

南京理工大学优秀教材

INTERNATIONAL BUSINESS CORRESPONDENCE IN ENGLISH

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南京

内 容 提 要

国际商务英语函电是英语专业、对外经济贸易专业或国际商务英语专业教学的主干课程。本教材根据对外经贸、商务活动的实际运作过程,按照从邀请、安排访问到建立贸易关系、询盘及答复、报价、报盘、还盘、订购、执行订单以及支付、包装、装运、保险、索赔与理赔、代理等全流程各个业务环节编写,内容精选,材料新颖,语言规范,可操作性强。本书还附有涉外经贸人员必须掌握的专业术语,以供查备。书后附有三套综合训练,可帮助学习者自我检测,以巩固所学知识。本教材所需之教学课件均放于云端,教师和学习者可扫码或直接下载,方便快捷。本教材体现了实用性、针对性、技能性、知识性和现代性的有机结合,是涉外经贸学习者提升商务英语实际运用能力的必备用书。

本书可作为高等学校和高等职业技术学院对外经贸与商务专业教学用书,也可供具有相当英语水平的外经贸、商务工作专业人员培训、进修或自学之用。

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编 著	程同春 程欣	责任编辑	刘坚
电 话	(025)83793329/83790577(传真)	电子邮件	liu-jian@seu.edu.cn
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修订说明

《新编国际商务英语函电》自首版以来,已连续印刷出版 20 多次,先后被评为:普通高等教育“十一五”国家级规划教材,江苏省精品课程教材和南京理工大学优秀教材;先后在近 100 所高校使用,得到广大高校师生和有关外经贸部门以及许多外贸进出口公司的好评。

近几十年来,我国的对外经贸事业蓬勃发展,大踏步走向世界,成就辉煌,进出口商品结构不断优化升级,对外经贸格局已在我国经济建设发展中占用重要份额。这一形势发展对从事国际经贸活动的复合型应用型人才的需求更为迫切,也对高校国际商务英语教学提出了更高要求。

教材也要与时俱进,紧密结合当前社会与对外经贸的发展需求,才能使学习者学以致用,切实提高实际应用能力。为此,今对此书进行修订,同时也采纳了一些使用该教材的高校和外贸公司来函来电的热情建议,(一)在对原书内容作少量修改,保留原书特色和长处的基础上,将原书后面附录中的外经贸全套进出口单证样例移至可供下载的云端,使内容自成一体,包括:① 每单元业务环节的背景知识;② 外教对英语课文的示范朗读;(这一部分内容的录音文件从第二单元开始,要点击每篇课文中信函的序号才能听到外教朗读的录音)③ 课文导读(详实地列出每单元课文中所涉及的重点词汇、词组、术语和句型);④ 技能训练和课堂互动;⑤ 实践练习,以及全套进出口贸易单证。这样充分发挥云端信息量大的特色,既有利于教师以教材内容为主,结合清晰流利的录音和丰富多彩的商务英语资料进行生动的课堂教学,也有利于学生课后的个性化自学。(二)从综合性视角出发:① 减少了部分关联不大的内容和练习,以使本教材更加紧凑、精干;② 在全书最后增编了国际商务英语函电中常用的术语、有用词组和句型;③ 同时增加了三套综合性实践练习题。这样,既可使使用者在学习和工作中,作为手头必备资料随时查阅参考,也可扩大学习视野,加强技能训练,进一步提高综合性的实践和应用能力。

本书所需课件等可供下载资料均可从封底网址或扫描二维码下载。

此次修订中,东南大学出版社的领导和编审刘坚博士后给予了热情的关心和支持,编著者在此谨致衷心的感谢。

编著者

2016 年秋于南京理工大学

前 言

国际商务英语作为英语语言属下的一门专业学科,是专门用途英语(English for Specific Purposes,简称ESP)的一种。它涉及国际贸易、进出口业务、国际金融、市场行情、国际商法、涉外财会等多个领域,是将要从事或正在从事对外经贸工作专业人员学习或应用的专门用途英语。国际商务英语函电作为国际贸易中对外联系和交往的一种主要手段和商务信息交流的载体,是以英语语言形式反映世界各国之间的经济贸易往来和商务活动,其作用是不可替代的。为了使大学教育面向新世纪,适应当代对外经济贸易工作的新形势、新特点和新要求,我们编写了《新编国际商务英语函电》一书。本教材紧密结合对外经贸工作的实际,内容精选,材料新颖,体现了知识性、规范性、针对性、技能性和实用性的有机结合。课文紧紧围绕国际贸易流程的每个具体业务环节,语言规范生动、信息量大、可操作性强,使学习者既能学习外经贸业务,又可掌握现代流行的外经贸英语。

本教材的编写原则是:结合国际商务英语学习的特点,体现基础英语、专业英语和专业知识的三结合,使之成为一门系统性、指导性和可读性较强的课程,有利教学,便于自学。全书共分为17个单元,除少数单元外,大部分单元均包括如下八个组成部分:

1. **Introduction (内容简介)**:介绍每单元涉及的外经贸业务环节的主要内容,使学习者有总体的了解。

2. **Points for Attention (注意要点)**:提示学习者在阅读、学习和撰写每单元涉及的相关外经贸业务环节的内容时应注意的事项,以便提高学习与写作的针对性和准确性。

3. **Business Letters (商务信函)**:每单元信函大多选自最近几年对外商务工作中的实际典型材料,富有新意,又有代表性。这些信函具有一定的示范作用,可供学习者学习、比较和模拟写作。

4. **Language Points (语言要点)**:结合各业务环节的信函内容,给以具体详实的释义,注重解决语言与商务方面的重点和难点,有利教学与自学。

5. **Word Study (专业词汇学习)**:简明介绍外经贸专业英语中最常用的一些词汇的基本含义和主要用法,以便增强学习者灵活运用商务英语词汇的能力。

6. **Useful Sentence Menu (有用句型菜单)**:重点介绍每单元相关业务环节内容所涉及的常用短语、套语、表达法和句型,以便学习者在实际的学习与使用中掌握重点,熟练应用。

7. **Exercises (练习)**:练习部分内容丰富、形式活泼多样,通过对专业词汇、短语、句型、句子结构、语法以及理解、写作能力的大量训练,培养学习者对商务英语的熟悉程度和实际应用能力。

本书作为国际商务英语专业教材,可供高等学校和高等职业技术学院英语专业、对外经济贸易专业或国际商务英语专业高年级学生使用,也可供涉外经贸、商务工作人员培训、进修与自学之用。

本书由程同春教授,程欣副教授主编,冯祥春教授主审,王雪梅、潘月洲、马莹、徐惠良、蔡红梅、邹建华、祝长青、钱煜翔、蒋静、张玲、周静、蒋南珍、袁柯枫、石蕾、蒋文琪、王玉芳、蒋

夕葆、孙春立、李敬梅等老师先后参加了编写和修订工作。程欣副教授同时负责全书的审校工作。

东南大学出版社的领导和责任编辑刘坚编审对本书的出版十分关心和重视,编著者在此谨致衷心的感谢。

编著者

2012年2月于南京理工大学

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BUSINESS LETTER WRITING

Layout of Business Letters

1) Form

① Indented Form(缩行式)

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel :53-8774
Fax :53-333117
E-mail :CLWECK@ AOL. COM

Your ref :C9246
Our ref :bwbw

Date :April 24, 2015

Xi'an Textile Import & Export Corp.
108 Lianhu Road,
Xi'an, Shanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2015. We are a company that is—for years already—engaged in importing clothing items from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,
Blyco Textile Group B. V.
(Signed)...
J. Kistemaker, Manager

In the indented form, some parts such as inside name and address and any other places that need to be separated into another line are indented two or three more spaces than their preceding line. In the body of the letter, the first line of each paragraph should be indented several spaces (which often matches the last letter of the salutation). Of course, all the paragraphs should line up exactly the same distance from the left margin. Most business letters are single-spaced, with double spaces between the paragraphs.

② Full Block Form(完全平头式)

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel:53-8774
Fax:53-333117
E-mail:CLWECK@ AOL. COM

Your ref:C9246
Our ref:bwbw

Date:April 24, 2015

Xi'an Textile Import & Export Corp.
108 Lianhu Road,
Xi'an, Shanxi, China

Dear Sirs,

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We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,
Blyco Textile Group B. V.
(Signed) . . .
J. Kistemaker, Manager

In the full block form, every part of a letter is typed from the left margin. It is convenient to be typed with a typewriter but the layout is not so beautiful. So some businessmen use a modified block form with indented style.



③ Modified Block Form with Indented Style (混合式)

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel:53-8774
Fax:53-333117
E-mail:CLWECK@ AOL. COM

Your ref:C9246

Our ref:bwbw

Date:April 24,2015

Xi'an Textile Import & Export Corp.
108 Lianhu Road,
Xi'an, Shanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2015. We are a company that is—for years already—engaged in importing clothing items from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,
Blyco Textile Group B. V.
(Signed)...
J. Kistemaker, Manager

In the modified block form with indented style, the sender's address is typed(or printed) in the up-middle part. The receiver's address starts from the left margin. The complimentary close as well as the signature is typed from the middle little towards the right. As the business letters are supposed to be simple and clear, so the modified block form and simplified form come out. In the modified block form, all the parts start from the left margin, except the date, complimentary close and signature which are positioned the same as that in the modified block form with indented style.

④ Modified Block Form(改良平头式)

Blyco Textile Group B. V.
Ossterstra 27524DZ Enschede
The Netherlands
Tel:53-8774

Fax:53-333117

E-mail:CLWECK@AOL.COM

Your ref:C9246

Our ref:bwbw

Date:April 24, 2015

Xi'an Textile Import & Export Corp.

108 Lianhu Road,

Xi'an, Shanxi, China

Dear Sirs,

Thank you for your letter of April 18, 2015. We are a company that is—for years already—engaged in importing clothing items from your country, although not from Xi'an.

We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

Yours faithfully,

Blyco Textile Group B. V.

(Signed)...

J. Kistemaker, Manager

Simplified form is somewhat like full block form. But some parts are omitted, such as salutation and complimentary close.

⑤ Simplified Form(简约式)

Blyco Textile Group B. V.

Ossterstra 27524DZ Enschede

The Netherlands

Tel:53-8774

Fax:53-333117

E-mail:CLWECK@AOL.COM

April 24, 2015

Xi'an Textile Import & Export Corp.

108 Lianhu Road,

Xi'an, Shanxi, China

Thank you for your letter of April 18, 2015. We are a company that is—for years already—engaged in importing clothing items from your country, although not from Xi'an.



We are interested in contacts as mentioned by you. Our Purchasing Manager, who is in Hong Kong at the moment, will contact you when he returns.

J. Kistemaker, Manager

The above five forms are popularly used nowadays. Which form a sender likes to choose depends on his or her preference. The main aim of designing a letter is to make the letter not only pleasing to the eye, but also convenient to be typed.

2) Structure

① Parts of the Business Letter

- | | |
|----------------------------|---------|
| a. letterhead | 信头 |
| b. reference and date | 编号和日期 |
| c. inside name and address | 封内名称和地址 |
| d. attention line | 经办人 |
| e. salutation | 称呼 |
| f. subject line | 事由 |
| g. body | 正文 |
| h. complimentary close | 结尾敬辞 |
| i. signature | 签名 |
| j. enclosure | 附件 |
| k. carbon copy notation | 抄送 |
| l. postscript | 附言 |

The following letter is designed to illustrate the position of each part mentioned above. (Taking Modified Block Form with Indented Style as an example):

- a. Chiwan Petroleum Supply Base
Chiwan, Shenzhen, China
Tel: (0755) 2678904
Oil Patch Tel: (0755) 8453321
Fax: (0755) 2678008
E-mail: CPSB@SOHU.COM

b. Your ref: C9233 Our ref: bw/bw Date: 3 May, 2015

c. Messrs. J. Brown & Co.
234 Eastcheap
London, E. C. 3.

d. Attention: Import Dept.

e. Dear Sirs,

f. Oil Tools

g. We thank you for your letter of April 4, 2015.

In compliance with your request, we are sending you herewith a copy of our latest price list for your reference.

All prices are understood to be CIF European Main Ports, subject to our final confirmation. Payment is to be made by irrevocable Letter of Credit available by draft at sight.

As there is a heavy demand for the goods, we would suggest that you advise us by e-mail in case of interest.

We are looking forward to your early reply.

h. Yours faithfully,
Chiwan Petroleum Supply Base

i. (Signed) . . .
Wang Dawei
Manager

j. Encl. as stated

k. cc. our Branch Office in Hong Kong

l. P. S. Your letter of April 22 has just come to hand. As requested, we will airmail you two samples tomorrow.

② The Ways of Writing Parts

a. Letterhead

Letterhead includes the sender's name, postal address, telephone number, fax number, and e-mail address, etc. Usually letterhead is printed in the up-center or at the left margin of a letter.

Chiwan Petroleum Supply Base
Chiwan, Shenzhen, China
Tel: (0755) 2678904
Oil Patch Tel: (0755) 8453321
Fax: (0755) 2678008
E-mail: CPSB@SOHU.COM



In some countries the letterhead contains other details. For example, in the U. K. , the directors' names of a company are given.

Directors R. B. North, M. W. Beevers
W. D. J. Argent, D. A. F. Sutherland
MACDONALD & EVANS LTD
Estover Road Plymouth PL6 7PZ
Telephone: Plymouth 0044 208 7896668
Fax: 0044 208 7837933
E-mail: MACWANS@ ELIPSE. CO. UK

b. Reference and Date

In business communication, when a firm writes to another, each will give a reference. The reference may include a file number, departmental code or the initials of the signer followed by that of the typist of the letter. These are marked "Our ref: " and "Your ref: " to avoid confusion:

Your ref: JBD/WM

Our ref: WDW/LP

They are typed immediately below the letterhead. If desired, the reference initials can also be placed at the lower left margin two lines below the name of the signer.

The date should always be typed in full and not abbreviated, (e. g. December for Dec). And the -th, -st, -nd, and -rd that follow the day can be omitted (e. g. 5 May for 5th May, June 1 for June 1st). Don't write 15 instead of 2015 for the year.

The forms of dates are as follows:

15 August, 2015 August 15, 2015

Avoid typing dates in figures (e. g. 10/2/2015), since it should easily be confusing. Because English form follows the order of day, month and year while the U. S. practice is to write in the order of month, day and year. So 10/2/2015 could be taken as either October 2, 2015 or February 10, 2015.

c. Inside Name and Address

The name and address of the receiver is typed at the left-hand margin about two to four spaces below the date. It appears exactly the same way as on the envelope.

Mr. , Mrs. , Miss, and Ms. —the ordinary courtesy titles are used to address to one person. Mr. for a man, Mrs. Miss or Ms. for a woman.

e. g. Mr. C. E. Eckersley, Ms. M. C. Mar

After the name, his or her official position should follow, if there is any.

e. g. Mr. C. C. Eckersley, Director

Ms. M. C. Mar, President

Messrs. (abbreviation of Messieurs) is, also a courtesy title, used for partnerships whose firm's name includes a personal element, as in Messrs. Macdonald & Evans. It is not used when the name already carries a courtesy title, as Sir William Dobson & Sons, or when the word "the" forms part of the name, as The Grayson Electrical Co.