

21世纪国际商务教材教辅系列

总主编 余世明
副总主编 袁绍岐 张彬祥 何静

English Correspondence on
International Business

新编国际商务英语函电

(第三版)

主编 冼燕华

副主编 陈梅 曾馥

附送光盘



暨南大学出版社
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修订说明

根据《新编国际商务英语函电》在全国中高职院校以及个别普通本科院校的使用情况，2016年春季《新编国际商务英语函电》教材编写组对教材作了进一步的修订和完善，现将此次教材修订的情况作一简单介绍，供师生参考。

一、《新编国际商务英语函电》修订依据

《新编国际商务英语函电》的编写以中职教育“以生为本”“够用、实用”为主的课改理念为依据，无论教材的编写理念，还是教学内容的构建和组织，抑或是教材编写的风格，均体现了一定的创意和实践性，在全国中职学校使用以来，获得广大师生的认可和好评，并在广东省中职优秀教材评选中获奖。

但是，教材的编写和修订是个不断完善的过程。此次修订是根据中职学校教材使用的反馈意见来修改的。这里需要说明的是，对教材的不足之处，读者或给我们写信、发电子邮件，或通过电话等把意见反馈给我们，在此对他们的鼎力支持深表谢意！

二、《新编国际商务英语函电》修订的具体情况

针对教材存在的不足，我们进行了部分修订，主要侧重在教材内容完善、难度调整等方面。

在内容完善方面，我们重新审视了原教材个别内容表述不够精炼、不够规范的地方，力求作出更为科学、更为准确的表述。

在调整难度方面，原教材有的知识点过深，超越了中职学生现有的认知水平；有的练习实操活动较多、较难，学生操作起来有一定困难。为了贯彻新课程改革的理念，减轻学生学习负担，便于学生学习，对个别内容作了修改或删除。

除此之外，我们及时更新材料和单据，保持教材的时效性。

以上是对这次修订工作的一个基本说明。教材编写无止境，不断修订和完善教材是一件任重道远的事！希望广大读者朋友为我们的教材多提宝贵意见。

编者

2016年05月于广州

编写说明

随着国际经济与贸易的迅猛发展,国际贸易对不同层次的人才需求不断扩大。中等职业学校国际商务专业的任务就是面对新形势,培养从事国际商务工作的一线初级人员或为高等职业技术学院输送专业人才。为了培养“语言+专业”的高素质复合型人才,以适应全球经济一体化和我国对外贸易发展的需要,我们在研究、吸取现行多种同类教材优点的基础上编写了本教材。

“国际商务英语函电”为国际商务专业主干课程,是一门实践性、操作性很强的课程。在编写过程中,我们尽可能贴近业务实际和学生特点,选用一些实用的信函范例以及合同、信用证、单据等实例供学生阅读和练习,力求做到准确精练、深入浅出,突出实用性和可操作性,充分体现职业教育“以能力为本,以应用为目的,以学生为主体”的特点。

本书共十章,按外贸业务进展的不同环节和内容进行编写,包括建立业务关系、询盘、发盘、还盘、订单和成交、支付、信用证、装运、保险及投诉和索赔等章节。各章节包括业务介绍、国际业务往来函示例、词语注释、练习四个部分,有些章节还补充了外贸公司的全真单据以供阅读。

本书融英语语言知识和国际商务外贸业务知识为一体,内容新颖、表达流畅、重点突出、实用性强,可作为中专、高职高专或普通高校国际商务、商务英语和其他相关财经类专业学习国际商务英语函电的教材,也可作为有志于从事国际商务的人员自学的参考书。对从事外贸、外经、外事及合资企业工作的业务人员、翻译人员和涉外公关文秘人员有很高的实用价值。

本书各章节编写分工为冼燕华——信函格式、第一章、第二章、第三章和附录,陈梅——第四章、第五章、第六章和第九章,曾馥——第七章、第八章,朱艳君——第十章。全书由冼燕华负责总纂和修审。

本书在编写过程中参考了多种同类教材,在此谨对前辈和同行们所付出的辛勤劳动表示感谢。由于时间仓促,加之我们水平有限,书中难免存在不妥之处,恳请广大师生和同行专家不吝赐教。

编者

2014年12月

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The Layout of a Business Letter

信函格式

Forms of a Business Letter

Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on the satisfactory exchange of information. Although formality in business letter-writing is rapidly giving way to a less conventional and more friendly style, the layout of a letter still follows more or less a set pattern determined by customs. Though choice of layout is a matter of individual taste, yet it is safer to follow those established practice to which the business circle has got used, in order to avoid confusion and save time for both the addresser and the addressee. It is a good plan to adopt one form of layout and stick to it.

Basically, two main patterns of layout are in current use—the conventional indented style and the modern blocked style. As indented style, the first line of each paragraph is indented, and the subject line is put on the center. The blocked style has now come to be much more widely used than before, because it is compact and tidy. Its outstanding characteristic is that all typing lines, including those for date, inside name and address, salutation, subject heading and complimentary close, begin at the left-hand margin and paragraphs are not indented. There are double spaces between paragraphs.

1. Indented Form (缩进式)

EFC TRADING COMPANY

123 Backstreet, San Francisco, CA94112

E-mail: efctrading@msn.com

September 23, 20..

William & Sons,
43 Butts Road,
Oxford, OX4 2JR, UK

Dear Sirs,

500 Dozen Men's Shirts

Thank you for your enquiry in your letter of September 2 for our men's shirts.

We are now sending you our quotation sheet for your selection. We also airmail samples and are sure that you will be satisfied with their superior quality.

We hope to hear from you soon.

Yours faithfully,
Gary Johnson
Sales Manager

2. Blocked Form (齐头式)**EFC TRADING COMPANY**

123 Backstreet, San Francisco, CA94112

E-mail: efctrading@msn.com

September 23, 20..

William & Sons,
43 Butts Road,
Oxford, OX4 2JR, UK

Dear Sirs,

500 Dozen Men's Shirts

Thank you for your enquiry in your letter of September 2 for our men's shirts.

We are now sending you our quotation sheet for your selection. We also airmail samples and are sure that you will be satisfied with their superior quality.

We hope to hear from you soon.

Yours faithfully,
Gary Johnson
Sales Manager

Parts of a Business Letter

Whether the indented style or the blocked style is used is determined by individual taste or by a firm's preferred style, while whatever form is employed, an ordinary business letter consists of seven principle parts:

1. letter-head;
2. date;
3. inside name and address;
4. salutation;
5. message, or the body of the letter;
6. complimentary close;

7. signature and position.

Sometimes your letter might contain some more parts, such as:

8. reference;
9. attention line;
10. subject line;
11. enclosures;
12. carbon copy notation;
13. postscript.

The following letter is designed to illustrate the position of each part mentioned above.

Guangdong Textiles I&E (Holdings) Corporation	(1)
Guangzhou, China	
Telephone: 86 - 20 - 83558988 Fax: 86 - 20 - 8355900	
http://www.gdtx.com E-mail: gdtx@gdtx.com	

January 9, 20..	(2)
Your Ref.	(8)
Our Ref.	
Miracle Trading Company	(3)
43 Butts Road, Oxford	
OX4 2JR, UK	
Attention: Purchasing Department	(9)
Dear Sirs,	(4)
<u>Re: Chinese Cotton Pieces Goods</u>	(10)
We thank you for your letter dated January 3. As requested, we are sending under separate cover our latest sample books and price list for your reference.	(5)
All prices are on CIP Oxford basis, subject to our final confirmation. Payment is to be made by irrevocable L/C at sight.	
As our products are enjoying fast sales, we would recommend you to advise us by e-mail if you are interested in any of the items.	
Look forward to your early reply.	

Yours faithfully,	(6)
Guangdong Textiles I&E (Holdings) Corporation	(7)
David Wang	
Encl.	(11)
Cc: Our Branch Offices	(12)
P. S.	(13)

1. The Letter-head (信头)

Letter-head includes the essential particulars about the writer: name and postal address, phone and fax number, also e-mail address.

2. The Date (日期)

The date should be typed or written in full. For the day, either cardinal numbers or ordinal numbers can be used. However, there is a growing tendency to omit the ordinal suffixes (e.g. -st, -nd, -rd and -th) following the day of the month in the date line (e.g. 3 May for 3rd May). So the recommended forms for dates are, for examples, as follows:

October 25, 20..

Never give the date in figures, for it can easily cause confusion. For instance, "6/5 20.." would mean "May 6, 20.." in Britain, but in the United States and some other countries it would be taken as "June 5, 20..".

3. The Inside Name and Address (封内名称和地址)

It is the usual practice to include, in all business letters, the name and complete address of the correspondent or organization for whom the mail is intended. We usually type the inside name and address in blocked paragraph form at the left-hand margin of the letter. This helps to give the letter a tidy appearance.

4. The Salutation (称呼)

The salutation is the complimentary greeting with which every letter begins. Its particular form depends on the writer's relationship with the receiver.

For ordinary business purposes, "Dear Sirs", "Dear Madams", "Dear Sir or Madam" or "Gentlemen" is used for addressing for two or more, as where a letter is addressed to a firm. The salutation always appears on a line by itself and followed by a comma for "Dear Sirs" and a colon for "Gentlemen". e.g. "Dear Sirs," and "Gentlemen:".

The trend to use the salutation these days is towards informality, especially if the receiver is

known to the writer personally. Hence the warmer greeting such as “Dear Mr. White” is used widely, too.

5. The Message, or the Body of the Letter (正文)

This is the part that really matters. Before you begin to write, you must consider the following two points:

- (1) What is your aim in writing this letter?
- (2) What is the best way to go about it?

To write business letters effectively, you should be familiar with and follow certain essential qualities of business correspondence, which can be summed up in “3 Cs”: clearness, conciseness and courtesy.

6. The Complimentary Close (结尾敬语)

The complimentary close is merely a polite way of ending a letter. It should match the form of the salutation. The most common sets of salutation and complimentary close are:

Formal: Dear Sirs→Yours faithfully, Gentlemen→Yours truly;

Informal: Sincerely yours, Best regards, Yours, etc.

7. The Signature and Position (签署)

The signature is the signed name or mark of the person writing the letter and taking responsibility for it, or that of the firm he or she represents. Because many hand-written signatures are illegible, the name of the signer is usually typed below the signature and followed by his/her job title or position.

8. The Reference (案号)

The references may include a file number, department code or the initial of the writer. They are marked “Our Ref.” and “Your Ref.” to avoid confusion. They may be placed immediately below the letter head and date.

9. The Attention Line (注意事项)

The attention line is used to direct the letter to a specific individual or section of the firm. It generally follows the inside name and address.

10. The Subject Line (事由)

The subject is often inserted between the salutation and the body of the letter to draw the receivers' attention to the topic of the letter.

11. The Enclosure (附件)

Below the two line-spacing of the signature, the writer may indicate one or more enclosures

in the letter by following any one of these examples:

Enclosure

Enclosures: 3 copies

Enc.

Encl. as stated

12. The Carbon Copy Notation (抄送)

When copies of the letter are sent to others, type "Cc" below the enclosure at the left margin.

Notation for Cc would look like this in your letter:

Cc Guangzhou Branch Office

13. The Postscript (附言)

If the writer wishes to add something he/she forgot to mention, he/she may type his/her after-thought two spaces below the copy notation. Try to avoid using postscripts as far as possible, since it may suggest the writer fails to plan his/her letter before he/she writes it.

Envelope Addressing

The three important requirements of envelope addressing are accuracy, clearness and good appearance.

The name and address of the receiver start one third of the way across the envelope from left to right and half down from top to bottom. Type the name and address of the sender at the left top corner of the envelope and leave a blank space on the right for stamp. The following layout shows where to write both the sender's and the receiver's names and addresses.

Sender's name and address	Stamp
Receiver's name and address	
By Airmail	