



普通高等院校“十二五”规划教材

商务英语

刘 昕 主编



中国铁道出版社
CHINA RAILWAY PUBLISHING HOUSE

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内 容 简 介

本书涵盖了商务英语的主要内容,并对商务活动的主要活动和环节加以阐释。主要包括经济、财政、市场、保险、电子商务、产业、国际合作、人力资源、消费等内容。每单元由阅读、写作、词汇与注释、练习等几部分组成。为了方便教学,每单元都设置了英文相关阅读资料,以激发学生的学习兴趣。

本书适合作为高校英语、经贸及电子商务等专业的专业英语教材,也可以用作国际商务师、外销员等专业技术人员职业资格考试的备考用书,对于从事国际商务工作和有一定英语基础并有志从事国际商务工作的人员也是一本颇具实用性和参考性的书籍。

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随着我国经济和信息技术的发展,我国在世界经济地位的重要性日益显现,对外经贸活动和经济合作越来越广泛,与此同时,精通商业知识、熟悉商务英语人才的供需矛盾也越来越突出。英语作为国际上使用最多的通用语言,为我国大部分学生所掌握。但是,非英语专业学生不仅仅要把英语作为一种语言去学习,更重要的是要把其当成一门交流沟通的工具。

本书的大部分文章从国外期刊、网站或其他优秀教材中摘选,课文内容丰富、语言规范,充分体现了一定地域的政治、经济、文化背景和语言习惯,也能够把握最新的变化趋势和理论热点。同时,为理解课文内容、拓展相关知识,本书设计了形式多样、内容丰富的练习和补充阅读资料。补充阅读的课文内容和主课文相关,不仅可以扩大学生的视野,培养学生的思维和英语应用能力,也有助于增加课堂教学的灵活性和学生参与的积极性。

本书内容全面,既可以作为高等学校商务英语教材,也可作为商务工作者和商务英语爱好者的自学用书。

本书由黑龙江工程学院刘昕任主编,黑龙江工程学院寇培宇、哈尔滨金融学院李文辉任副主编。具体分工如下:刘昕负责编写 Unit1~Unit6;寇培宇负责编写 Unit7~Unit9 和 Typical Oral Business English;李文辉负责编写 Unit10~Unit11 和 Glossary。

在编写过程中,编者参考了国内外相关作者的论著和许多优秀的教材,从中获得了很多启示,在此向这些参考文献的作者表示诚挚的感谢。由于编者水平有限,书中不妥之处在所难免,欢迎同行、专家和广大读者不吝赐教。

编者

2014 年 4 月

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Unit **1** Economy

Text

The Balance of Economic Power

Asia's economic weight in the world has risen, but by less than commonly assumed.

The idea that the world's economic centre of gravity is moving eastward is not new. But the global financial crisis, many argue, has given the shift in economic power from America and western Europe to Asia a big shove. Emerging Asia rebounded from recession much faster than the developed world; its banking systems and debt dynamics are much healthier. In 2009 China overtook Germany to become the world's biggest exporter. On one measure it now looks likely to become the world's biggest economy within ten years. But just how far has power really tilted towards Asia?

The region has certainly become more important to bankers and businessmen, accounting for a record share of many companies' profits last year. Several senior executives have relocated to Asia, the latest being HSBC's chief executive Michael Geoghegan, who officially moved from London to Hong Kong on February 1st. Since 1995 Asia's real GDP (even including less sprightly Japan) has grown more than twice as fast as that of America or western Europe. Morgan Stanley forecasts that it will grow by an average of 7% this year and next, compared with 3% for America and 1.2% for western Europe.

Yet a closer look at the figures suggests that the shift in economic power from West to East can be exaggerated. Thanks partly to falling currencies, Asia's total share of world GDP (in nominal terms at market exchange rates) has actually slipped, from 29% in 1995 to 27% last year. To put it another way, the output of the rich West is still almost twice as big as that of the East.

As for the popular belief that Asian producers are grabbing an ever-larger slice of exports, the region's 31% share of world exports last year was not much higher than in 1995 (28%) and remains smaller than western Europe's. Indeed, the shift towards Asia appears to have slowed, not quickened. Its share of world output and exports surged during the 1980s and early 1990s. Although China's share has grown since then, this has been largely offset by the decline in Japan, whose share of output and exports has halved.

What about Asia's financial muscle? Asian stock markets account for 34% of global market capitalization, ahead of both America(33%)and Europe(27%). Asian central banks also hold two-thirds of all foreign-exchange reserves. That sounds impressive, but their influence over global financial markets is more modest, because official reserves account for only around 5% of the world's total stash of financial assets. The bulk of private-sector wealth still lies in the West. The fact that Asian currencies make up only 3% of total foreign-exchange reserves indicates how far Asia still lags in financial matters.

The "rise of Asia" is no myth, however, GDP figures converted at market exchange rates understate Asia's real expansion. Many currencies tumbled during the Asian financial crisis in the late 1990s, slashing the dollar value of their economies. Japan's nominal GDP has been squeezed by deflation. More importantly, prices of many domestic products, from housing to haircuts, are always cheaper in low-income countries, implying that households' real spending power is bigger.

If GDP is instead measured at purchasing-power parity(PPP) to take account of these lower prices, Asia's share of the world economy has risen more steadily, from 18% in 1980 to 27% in 1995 and 34% in 2009. By this gauge, Asia's economy will probably exceed the combined sum of America's and Europe's within four years. In GDP terms, three of the world's four biggest economies (China, Japan and India) are already in Asia, and Asia has accounted for half of the world's GDP growth over the past decade.

Some economists claim that PPP measures exaggerate Asia's economic clout. What really matters to Western firms is consumer spending in plain dollar terms. Although over three-fifths of the world's population live in Asia, they only account for just over one-fifth of global private consumption, much less than America's 30% share. But official figures almost certainly understate consumer spending in emerging Asia, because of the poor statistical coverage of spending on services. Figures from the Economist Intelligence Unit, a sister company of the Economist, suggest that Asia accounts for around one-third of world retail sales. Asia is now the biggest market for many products, accounting for 35% of all car sales last year and 43% of mobile phones. Asia guzzles 35% of the world's energy, up from 26% in 1995. It has accounted for two-thirds of the increase in world energy demand since 2000.

Many Western firms are more interested in Asia's capital spending than its consumption, and here Asia is undoubtedly the giant. In 2009, 40% of global investment (at market exchange rates) took place in Asia, as much as in America and Europe combined. In finance, Asian firms launched eight of the ten biggest initial public offerings (IPOs) in 2009 and more than twice as much capital was raised through IPOs in China last year as in America.

Winston Churchill once said, "The longer you can look back, the farther you can look forward." The new economic order is in fact a resurgence of a very old one. Asia accounted for over half of world output for 18 of the past 20 centuries. And its importance will only increase in the coming years. Rich countries' growth rates are likely to be squeezed over the next decade as huge household debts dampen spending, and soaring government debt and higher taxes blunt incentives to work and invest. In contrast, growth in emerging Asia(almost four-fifths of the region's total output) is likely to remain

strong. Robust growth should also give governments in emerging Asian economies the confidence to let their currencies rise, which would further boost the relative size of their economies in dollar terms.

Vocabulary

shove	v. 推	await	v. 等待
rebound	v. 使回复	inequality	adj. 不平等的
dynamic	n. 活力, 动力	divergence	n. 分歧
overtake	v. 超过, 超越	preferential	adj. 优先的
tilt	v. 使倾斜	stagnation	n. 停滞
exaggerate	v. 夸张	volatility	n. 波动性
record	n. 记录, 记载	initiation	n. 开始
executive	n. 行政领导, 领导层	abject	adj. 可怜的
sprightly	adj. 生机勃勃的	stereotyped	adj. 模式的, 惯常的
surge	v. 急剧上升	incentive	v. 激励
offset	v. 抵消, 补偿	foster	v. 培养
half	v. 减半	incrementally	adv. 逐渐地, 递增地
muscle	n. 力量, 实力	allocation	n. 分配
modest	adj. 适中的, 适度的	disparity	n. 差距
stash	v. 存放, 贮存	accelerate	v. 加速, 促进
bulk	v. 主体, 绝大部分	resumption	n. 恢复
convert	v. 兑换, 转换	bilateral	adj. 双边的
understate	v. 轻描淡写, 避重就轻地说	multilateral	adj. 多边的
tumble	v. 暴跌	sustained economic growth	可持续的 经济增长
slash	v. 大幅度削减	economic volatility	经济波动
deflation	n. 通货紧缩	institutional reform	体制改革
gauge	v. 估计, 判定	dual-track price-setting scheme	双重价格 体系
clout	v. 影响, 力量	state-owned enterprises	国有企业
guzzle	v. 大量消耗	post-conflict countries	战后冲突国家
combined	adj. 加在一起的	equipment	n. 装备, 设备
launch	v. 开始从事	list price	定价, 价目表中所列的价格
resurgence	n. 复苏, 复活	bid	v. 出价, 投标
dampen	v. 减少, 降低	aggregate	使聚集
soar	v. 猛增, 剧增	economy of scale	规模效应 (因经营规模扩 大而得到的经济节约)
blunt	v. 使钝化, 使减弱	catalog	n. 目录
incentive	v. 刺激, 鼓励	fixed pricing	固定价格
robust	v. 强健的, 健全的		
boost	v. 推动, 提高, 增强		
well	v. 完全地, 彻底地		

profile	<i>n.</i> 简介	transact	<i>v.</i> 办理, 处理, 执行
exchange	<i>n.</i> 交易所	enabler	<i>n.</i> 启动者, 运作者
negotiate	<i>v.</i> 商议, 谈判, 买卖	consolidate	<i>v.</i> 合并, 统一, 整理
track	<i>v.</i> 跟踪	integrate	<i>v.</i> 使成为整体
collaboration	<i>n.</i> 协作	back-end system	后端系统
work on	从事于, 致力于	attribute	<i>n.</i> 属性
forecast	<i>n.</i> 预测, 预报	label	<i>v.</i> 贴标签于, 标注
participant	<i>n.</i> 参与者	structure	<i>n.</i> 结构
anonymous	<i>adj.</i> 匿名的		

Exercises for Text

1. Decide whether the following statements are true (T) or false (F).

- (1) The financial crisis has given the shift of economic power from the West to the East some help.
- (2) The output of the East is almost as much as the rich West.
- (3) The region's 31% share of world exports last year indicates that Asian producers are grabbing an ever-large slice of exports.
- (4) GDP measured at PPP understates Asia's real expansion.
- (5) Figures suggest that Asia accounts for about one-third of world retail sales.
- (6) According to Winston Churchill, looking back at the history can help look further into the future.
- (7) Over the next decade, rich countries are likely to slow down while the emerging Asia's growth is no better.
- (8) The author is optimistic about the shift of economic power towards the east.

2. Fill in each blank of the following sentences with one of the words or expressions in the list given below. Make changes where necessary.

account for	rebound	soar	offset	convert	clout	slash	incentive	tumble
put it another way dampen robust								

- (1) The world is experiencing an economic downturn. (), the global demand is still weak.
- (2) Irish bank stocks () Wednesday as investors continued to dump Irish bonds and the euro fell to a two-month low against the dollar.
- (3) The once () economy now lies in ruins.
- (4) Foreign money can be () at this bank.
- (5) The greatest obstacles, the greatest terrors that come in their way, are so far from making them quit the work they had begun, that they rather prove () to them to go on in it.
- (6) Energy products () over half the growth in the value of exports.
- (7) Their economic () can be felt from their dynamic economy.

(8) The stocks () from last month's falling prices, which gave the investors confidence again.

(9) The natural disaster () the business of the tourist industry for the time being.

(10) Inflation will () the pay raise.

(11) Beijing said its foreign exchange reserves () \$194 billion in September to a record trillion.

(12) Desperate to seal a deal for an international bailout, the government in Ireland on Wednesday moves to () spending.

3. Translate the following sentences into English.

(1) 有报道称，那家公司少报生产数字以便逃税。

(2) 股价暴跌，降低了投资者对于资本市场的信心。

(3) 经济学家对于中国骤增的外汇储备看法不一。

(4) 正向的激励措施有利于激发人们努力工作的积极性。

Supplementary Reading A

Nipping at Their Heels

Firms from the developing world are rapidly catching up with their old-world competitors.

It is remarkable how soon the idea that firms from emerging economies pose a serious threat to multinationals from the rich world has become old hat. "The novelty has become the norm," concludes the latest annual report on these "new challengers" by the Boston Consulting Group (BCG). But familiarity does not make that threat any less real.

Five years ago, when BCG first reported on the rising stars of the developing world, the rich world was still reeling from the shock of the purchase of IBM's personal-computing business by Lenovo, a Chinese company. That this acquisition proved something of a dud may comfort those in the old guard who suspect that the ambitions of these newcomers to enter the global stage exceed their ability to perform. Yet it has not diminished those ambitions. After a brief fall following the financial crisis of 2008, the number and size of cross-border acquisitions by the challengers rebounded strongly in 2010. In the past decade 60% of the foreign purchases by these developing-country multinationals have been of companies in the rich world; in the past two years the proportion was 70%.

In part, this may reflect the fact that the emerging economies recovered more quickly after the financial crisis, allowing their corporate champions to return more quickly to the acquisition trail. BCG has analyzed 100 leading firms from emerging economies. The BRICs dominate: BCG looks at 13 companies from Brazil, 6 from Russia, 20 from India (6 of which are part of the Tata empire) and 33 from China, with the rest spread widely. The list includes the world's largest baker (Grupo Bimbo

of Mexico), meat producer (JBS of Brazil) and aluminium manufacturer (United Company RUSAL of Russia), as well as the second-biggest and fifth-biggest telecoms-equipment firms (Huawei Technologies and ZTE, both from China).

These 100 companies are looking lively. In the past decade they have seen their revenues grow by 18% a year on average, three times faster than non-financial firms in the S&P 500. And they have managed to expand fast without sacrificing profit margins, which at 18% were 6% points higher than those of their (non-financial) peers in the S&P 500.

BCG argues that this is because they have managed to resolve three trade-offs that are usually associated with corporate growth: of volume against margin; rapid expansion against low leverage (debt); and growth against dividends. On average the challengers have increased their sales three times faster than their established global peers since 2005. Yet they have also reduced their debt-to-equity ratio by three percentage points and achieved a higher ratio of dividends to share price in every year but one. This is despite two significant exceptions: in pharmaceuticals, where the challengers have tended to make low-margin generic drugs; and in consumer goods, where they have focused on low-cost products, leaving the higher-margin niches to established global brands.

All this is impressive, but it seems implausible that these trade-offs have been “resolved”. More likely, they have been temporarily suspended during a period of unusually rapid growth. Indeed, having sprinted to catch up, the challengers may be about to discover that the real race has only just begun.

BCG identifies five trends that will determine how the tiger cubs fare against the old tortoises in the next few years. While China continues to spend heavily on infrastructure, its low-cost construction and heavy-equipment companies will surely prosper. They are not only building roads and bridges in China; one firm has won a contract to build a casino in America and more will doubtless follow. Likewise, with demand for scarce resources soaring, the miners and other commodity-based firms that have grown huge during the past few years—including several from Russia—may soon be positively elephantine.

The other three trends ought to worry the challengers a little. So far, a handful of emerging-market firms have defied the conventional wisdom that conglomerates are inherently inefficient. But will they continue to do so? As more and more of a conglomerate’s activities take place far from head office, inefficiencies will surely creep in. Still, old multinationals such as America’s GE insist that new technology and management techniques allow them to run sprawling operations efficiently. The challengers can surely use the same tools.

Building global consumer brands may prove tricky. So far, the tiger cubs have had more luck acquiring established brands (just as Lenovo bought IBM’s PCs, Grupo Bimbo bought Sara Lee’s North American bakery business) than persuading rich-country consumers to fill their baskets with the local favourites of Chinese or Egyptian shoppers. Whether such acquisitions make sense depends on the price.

Perhaps the most interesting trend is the challengers’ growing reliance on partnerships. More and more, they are hooking up not with established multinationals but with other emerging-market firms,

to share knowledge, penetrate new markets and spread the risk of especially hair-curling investments. And when the challengers do join forces with well-known multinationals, they increasingly do so from a position of strength.

Yet for all that, many established multinationals believe they can hold their own. Several are learning from the emerging-market challengers how to be innovative and frugal at the same time. They may not be hiring at home, but many are expanding rapidly in the developing world. For instance, according to the Times of India, IBM is now the country's second-largest private-sector employer. So don't write off the old guard yet.

Supplementary Reading B

New Problems and Analysis in University Financial Management Based on Knowledge Economy

Market economy develops vigorously with the coming of knowledge economy, while knowledge economy develops result to unprecedented changes on the speed and media of market development. Market economy has connected university with society tightly, so university has to improve education quality, the construction of hardware and conditions for running. As a result, large amount of capital and highly effective resources allocation are in urgent need, which is basic target of university financial management. If a university is seriously short of capital without basic teaching orders maintained, it's to make impractical or vain efforts to stand out among university. So university management has to focus on financial management, while university reform stresses on financial management reform, thus carrying on overall reform.

Variety of university capital sources hit financial management

At present, national financial investment is main source of running university. Besides, tuition income, research funds, university industries, and other capital from various circles of society are also important sources of university capital. Though national financial investment is still main source, it's subjectively in urgent need of diversified sources with the development of socialist market economy and higher education in our country. Therefore, it's necessary to reform present university financial management with the aim of adapting to diversified capital sources.

Complete credit system hits university financial management

Complete credit system lays emphasis on the lowest grade of graduating students that allows advancing or extended graduation, thus making study time of undergraduates uncertain in university. As a result, the head of education department isn't clear about the number of undergraduates. Based on complete credit system, students pay fees according to the credit hours of the subjects. Not also

this type of payment increase difficulties of allocating yearly budget, but probably level up the average cost of students. Complete credit system make great uncertainty in tuition incomes and make some entries of tuition incomes delayed. When it comes this, university have to rely on bank loan to tackle with capital which increases cost of capital. What's more, when students are accessible to choose subjects and study schedules of whatever teachers they like or interested in, especially most of them like well-known teachers, ordinary teachers will be unemployed resulting in human resources left unused and extra payment of university staff.

Logistic socialization hits university financial management

In December of 1999, the state council transmitted the requirements of 6 ministries including ministry of education to further speed up the reform of higher institutions on the logistic socialization which aimed to take 3 years to basically realize university logistic socialization, set up a logistic new type of support system with Chinese and university characteristics in most regions. Then, university logistics reform came into operation stage, which had a significant impact on the traditional university management systems, especially the financial management system. In process of logistic socialization, to streamline various financial relationships, standardize accounting auditing and ensure the maintenance and value addition of state assets are tough problems to be resolved for present university financial management. Therefore, it's of urgent task to explore the establishment of a financial management mode in order to not only meet the needs of future development, but also meet the reform requirements of logistic socialization. Only this mode can increase the competitiveness and realize highly effective operation of university logistic group.

Institutional defects exist in the system of university financial management.

At present, a distinctive feature of higher institutions in China is the "absence of owner". Its investors-state (some is the donor) is the nominal owner of the net assets of university, but the assets are not in need of any repayment or economic benefits. So cost auditing is not involved in university accounting and the gains and losses, the allocations of surplus are not calculated which make financial management quite flexible. As head of managers have the control of signature, they are prone to abuse his authority for personal gains. The basic financial management theory has been demonstrated that it's essential to coordinate the financial activities of enterprises among different benefitting subjects, where the relationship between owners and managers is particularly obvious. For the owners, the benefit they give up is just what the managers long for. While, for the university, states just invest capital without any financial management, resulting in the absence of owners and defects of effective resource allocation and management.

Lack of scientific economic decision-making.

The era of knowledge economy propels management department to achieve high efficiency, rationalization and intensification of resource allocations. For the allocation of capital, university management is usually not able to allocate capital from views of overall university and development

strategy, not even to proceed in planned and phased allocations for purposes. Further more, the use structure of capital cannot reach the best condition; various information of the economic decision-making always involves subjective perspectives of departments; the importance of the participation of broad masses is always ignored when making decisions; the overlook of economy benefit of capital use resulting to a waste to some degree. Therefore, it's significant to lay emphasis on the scientific and flexibility of decision makings. University economic decision-making is intentionality plan of higher authorities because of the overall consideration of higher subjective department which belongs to the overall macro management and development plan. As a specific university, to apply a big decision of project must carry out feasibility study based on decision-making process.

Business Writing

求 职 信

求职信是有目的的针对不同用人单位的一种书面自我介绍,内容通常为一页,书写一般以商业格式为标准,分开头、中间和结尾三部分。首尾部分应注意礼貌,通常信的开头要先做自我介绍,如姓名、学校、所学专业等;中间部分是正文,是求职信的核心,形式多种多样,一般为自我条件展示、工作展望等内容。求职信应先明确目的是什么、目标是什么,想获得一个什么样的具体的职务;其次写自己对从事此工作感兴趣的原因、愿意到该单位工作的愿望和自己具有的资格;接着写出或推销出你的优势或长处,即你的竞争实力;然后谈你为什么想为此机构或公司服务,你对他们的了解有多少,关于他们的产品或服务、企业文化、目标、宗旨等一切与你自己的背景、价值观和目标相关联的内容。在结尾处写明联系方式,以及最后的感谢语等。这三部分的内容一般占三或四段,可以发挥创意的空间非常的大,不必死守规则,可灵活运用。求职信应与简历分开,有话则长,无话则短,没有必要把简历的内容重复一遍。英文求职信的格式与中文求职信格式相同。

一、信头

信头是指发件人的地址和写信日期,通常写在信纸的右上角,地址的书写顺序由小到大,即门牌号、街道、城市、省市、国家等,最后是写信日期。私人信件一般只写寄信日期即可。

二、信内地址

信内地址是指收信人的地址,写在写信日期下一行的左上角,格式与寄信人地址一样。

三、称呼

称呼是对收信人的称谓,应该与左边线对齐。在私人信件中可以直接称呼收信人姓名,但公务信件中一定要写收信人的姓以及职位称呼。大部分英文信件在称呼前加 Dear。

四、正文

正文内容主要包括求职者的有效信息，如简述目前的职业和主要的专业才能、能胜任的工作范畴和职业目标等。正文的语言要准确，态度要诚恳。

五、信尾

写在信的右（或左）下角，表示自己对收信人一种礼貌客气的谦称。

Sample

April 13, 2005

P.O. Box 48

Peking University

Beijing, China 100013

Shanghai City Xuhui District Xu Hong Road No.957

Dear Sir/Madam,

I was referred to you by Mr. Zhang, a partner with your Beijing office, who informed me that the Shanghai office of your company is actively seeking to hire a Network Maintenance Engineer for your program.

Your position requires top university, Bachelor or above in Computer Science or equivalent field and proficient in Windows 2000 and Linux system. I feel that I am competent to meet the requirements. I will be graduating from Graduate School of Peking University this year with a M.S. degree. My studies have included courses in computer control and management and I designed a control simulation system developed with Microsoft Visual InterDev and SQL Server.

During my education, I have grasped the principals of my major and skills of practice. Not only have I passed CET-6, but more important I can communicate with others freely in English. My ability to write and speak English is out of question.

The enclosed resume outlines my credentials and accomplishments in greater detail. I would welcome an opportunity to meet with you for a personal interview.

Sincerely,

Deng Yun

Useful Sentences

(1) In reply to your advertisement in *Beijing Youth Daily* of December 25, I respectfully offer my services for the situation.

贵公司 12 月 25 日在《北京青年报》刊登招聘广告，我非常愿意应征该职位。

(2) Having heard that the situation of salesman in your company is vacant. I wish to offer my

services for it.

据悉贵公司推销员一职空缺，我想应征该职位。

(3) I have been told by Mr. John, Manager of the Business Book Publishing, with whom I believe you are acquainted, that you are expecting to make some additions to your company in September.

据商业图书出版社经理约翰先生称，贵公司拟于今年九月份聘职员若干名，本人拟参加此职务的应征。

(4) So I must to say that I have long been hopeful of working for your hospital after graduation, I am sure that I have the privilege of serving in your hospital, I will greatly increase my experience and my education.

我早已渴望毕业后能进入贵院工作，如有这份荣幸，我确信，对我提高行医能力和经验必有极大裨益。

(5) Dear Sir, after my graduation from college this fall, I am desirous of securing a position that will offer me opportunity in the field.

本人将于今年秋季大学毕业，现谋求一份可以在该领域工作的职位，阁下也许能为我安排一份工作。

(6) In reference to your advertisement in the newspaper for an accountant, I believe that I have the qualifications to fit your position.

阅读报纸上贵公司的广告，得悉贵公司招聘会计，我深信我符合该项职务所列条件。

(7) On looking over today's *Economic Daily Times* my attention was attracted by your advertisement for a senior clerk. Now as I am desirous of obtaining such a position, I should like to apply for it.

拜读贵公司在今日《经济日报》上所刊登的广告，得知贵公司欲招聘一位高级职员，本人现在正寻找这一类职位，我想应征该职位。

(8) I have learned from the newspaper that there is a vacancy in your firm, and I wish to apply for the position.

我从报纸上获悉贵公司目前尚有空缺的职位，我想申请这个职位。

(9) I wish to apply for the position of editor advertised in the newspaper.

我想申请贵公司今日在报纸刊登的编辑一职。

(10) I wish to apply for the position advertised in the XX newspaper.

我想申请今日××报上贵公司刊登的求才广告所列职位。

(11) I have heard that perhaps you might need an executive secretary with considerable experience working with companies such as yours. I wish to apply for this position.

据悉贵公司有意招聘一名具有在类似公司工作经验的行政秘书，本人想申请这个职位。

(12) I would like to apply for the position of secretary which you advertised in the newspaper of June 15.

本人想申请贵公司6月15日在报纸上刊登的秘书一职。

(13) I would like to inquire about the position of business manager that you advertised in the newspaper in September 5.