

21世纪国际经济与贸易学专业精品教材

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*B*usiness English Correspondence

外贸英语函电

易露霞 刘洁 尤彧聪◎主编

(第3版)

清华大学出版社



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内 容 简 介

本书系统地介绍了外贸业务中英语常用文体写作的基本知识,包括各类商务信函、传真、电子邮件的格式、拟写方法和技巧,并按照外贸业务磋商过程中各个环节的顺序附有往来函电的大量例文和案例,提供了大量常用语句。本书还介绍了电子商务的基础知识和对外经济贸易中的常用文体,如意向书、协议、合同、招标通知书、投标书、中标通知书及广告等的格式、拟写方法及语言文字的应用,此外,还列举了外贸业务实践中常用的一些单据和单证实例。另外,为适应近年来跨境电子商务的迅猛发展,第3版新增了跨境贸易的内容,使本书更加符合当前国际贸易发展的需要。

本书共18个单元,包括商务英语信函的基本知识、外贸业务关系的建立、询价、报盘、还盘、交易达成、付款方式、开证及审证、包装、运输、保险、投诉与索赔、代理、贸易形式、电传、传真与E-mail、英文合同及商务社交信函等。在每一章节中,适当增加跨境电子商务往来信函或者跨境电子商务中常用的用语与语句。

本书适用于国际贸易、市场营销、电子商务、商务英语、企业管理、经济贸易等专业的学生,同时也适用于从事或准备从事外贸工作的其他专业人员。

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第3版前言

本书自2008年8月出版以来,因内容新颖、实用,中英文结合,受到了许多院校师生、学者的关注和认可,至今已经多次印刷,收到了良好的社会效益和经济效益。本次修订的主要原因有二:首先,随着社会经济的高速发展,我国对外贸易也随之出现了新内容,跨境电子商务已经成为我国对外贸易中异常重要的部分,特别是十八大以来,在国家鼓励大力发展跨境电子商务的影响下,跨境电子商务已经越来越广泛地应用于人们的生活与工作中,因此,作为对对外贸易极其重要的外贸英语函电,也会随着经济形势的变化而变化,对此,作者在第3版修订中加大了跨境电子商务业务信函的调整与更新,以便更好地适应时代需求;其次,在本书第1、2版的使用过程中,广大读者、专家给出版社和作者本人反馈了许多建议和意见。

为了更好地紧跟形势发展,作者对本书进行了修订,修订包括:(1)每一章中的部分内容,如信函后面的写作评价等;(2)更换一些过时、表达不太地道的信函;(3)对书中的拼写错误进行修改;(4)练习部分作了适当修改;(5)适当增加跨境电子商务实务中的业务信函。

修订后的教材主要体现以下特点:(1)紧跟国际贸易实务发展变化的最新形势;(2)补充完善第1、2版中不足的地方;(3)更加注重应用性和操作性。

为了方便教学使用,我们建立了本课程的三个学习网站,分别是外经贸英语学习网(<http://222.200.98.43/trade>)、外贸业务信函写作网(<http://metc.gdut.edu.cn/xinhan>)、国际贸易实务双语学习网站(<http://218.19.119.236:8080/>),欢迎广大读者学习使用。

本书修订过程中,参考了许多国内外出版社出版的相关著作和刊物,在此也一并向这些著述的作者表示感谢。

在该书重新改版过程中,得到了京东商城宿迁客服中心党委书记、人力资源总监汪世龙、全国客服中心校企合作高级经理张新泰、京东商城宿迁客服中心人力资源校企合作经理张莉等企业高级顾问的细心指导,特别是对一些信函表述方面提出了宝贵意见,使得修订过的《外贸英语函电》更贴近实际操作要求。在此,对他们的指导与支持表示衷心的感谢。

由于作者水平有限,尽管倾心编写,也难免存在缺点和不足之处,恳请专家和读者不吝指正,以便再次修订时更臻完善。

编者

2016年5月

第2版前言

本书自2008年8月出版以来，因内容新颖、实用，中英文结合，受到了许多院校师生、学者的关注和认可，至今已经多次印刷，收到了良好的社会效益和经济效益。本次修订的主要原因有二：首先，《2010版国际贸易术语解释通则》（即《Incoterms2010》）已于2011年1月1日起正式生效，因此，相应的内容也必须修订；其次，在本书第1版的使用过程中，广大读者、专家也不断地反馈给出版社和作者本人许多建议和意见。

为了更好地紧跟形势发展，作者对本书进行了修订，修订包括：（1）每一章中的部分内容，如信函后面的写作评价等；（2）更换一些过时、表达不太地道的信函；（3）对书中的拼写错误进行修改；（4）练习部分作了适当修改。

修订后的教材主要体现以下特点：（1）紧跟国际贸易实务发展变化的最新形势；（2）补充完善第1版中不足的地方；（3）更加注重应用性和操作性。

为了方便教学使用，我们建立了本课程的两个学习网站，分别是外经贸英语学习网（<http://222.200.98.43/trade>）和外贸业务信函写作网（<http://metc.gdut.edu.cn/xinhan>），欢迎广大读者学习使用。

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由于作者水平有限，尽管倾心编写，也难免存在缺点和不足之处，恳请专家和读者不吝指正，以便再次修订时更臻完善。

编者

2011年6月

第 1 版前言

随着全球经济一体化时代的来临,以及对外开放的不断扩大和深入,中国对外经济发展也越来越快。到目前为止,中国已经是世界上第三大贸易国。随着对外经济贸易的进一步高速发展,中国贸易国际化程度将进一步加深,各行各业对外贸易业务往来将更加频繁,更多的企业和部门将直接参与到对外经济贸易活动中去,这毫无疑问地就需要大量既懂外语又懂外贸业务的专业人才。外贸英语函电作为对外经济贸易往来中常用的联系方式,是开展对外经济贸易业务和相关国际商务活动最主要的工具。

如何适应国内外经济贸易发展的需要,促进中国市场经济与国际的进一步接轨,推广外贸业务英语的实际应用,正确掌握外贸英语函电的基本知识并熟练地加以运用,写出地道、纯正、规范的国际商务信函,准确地表达经营意图和决策,是外贸工作者必须具备的专业技能和素质。目前国内高等院校非常重视对外经贸人才的培养,社会对这方面人才也有旺盛的需求,越来越多的人关注商务英语、外贸英语方面的知识,不断提升专业英语水平和技能。正是因为如此,现在市场上的经贸类专业英语书籍非常受欢迎。

为使本书更能符合教学要求,满足学习者适应对外经济贸易业务活动中各种信函的写作需要,帮助学习者系统、完整地学习和掌握对外经济贸易业务信函的格式、专业用语、行文方法以及问题特点,提高学习者正确使用英语的能力,增加其对外进行各项业务联系活动的的能力,笔者结合多年的教学经验,通过与外贸进出口公司相关人员的直接合作,并参考在英国作访问学者期间所获得的相关资料,经多年努力编写而成。

本书依据国际贸易通行惯例,共分 18 个单元,内容包括商务英语信函的基本知识、外贸业务关系的建立、询价、报盘、还盘、交易达成付款方式、开证及审证、包装、运输、保险、投诉与处理、代理、贸易形式、英文求职信写作、英文合同、电传、传真与 E-mail 以及其他商务社交信函写作等。每章包括信函的写作要求、知识和技巧,以及相关业务知识的简介;信样部分共有 8~12 封样信,每封样信后面都有写作评述,讲解该封信函的写作特点及优缺点,表述是否地道、标准;每封信后面还有针对该样信中的难点进行的解释;常用短语部分主要有相关专业术语和写作中经常用到的专业表达;常用句子部分提供了数十个句子,帮助学习者掌握更多的英文表达句子,有利于写出更多更好更标准的外贸信函;练习部分提供了大量灵活多样的训练题,有利于学习效果的强化和进一步检验。

在选材方面,本书注重实用性与知识性并重。每章配有多篇业务信函,通过大量的技能训练把基础英语知识、外贸英语知识与相关的外贸业务知识有机地结合起来,使学习者具备较强的撰写国际商务英语书信的能力。《外贸英语函电》教你写出地道的、纯正的、规范的外贸业务信函,准确地表达经营意图和决策,加强公司相互之间的业务往来和了解,架起一座跨入国际商界的沟通桥梁。

除了参考相关资料外,本书许多信函来自外贸进出口公司的第一手资料,在此一并表示感谢。由于编者水平和学识有限,书中难免出现差错,敬请读者不吝指正。

编者

2008 年 5 月

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Chapter One Basic Knowledge of Business Letter Writing

Section One Introduction of Business Letter Writing

In today's highly developed and toughly competitive society, communication between individuals and groups is becoming increasingly frequent and important. It serves to pass on information, to express ideas or to exchange feelings.

Generally speaking, the function of a business letter is to get or to convey business information, to make or to accept an offer, to deal with various businesses.

The business letter is the principal means used by a business firm to keep in touch with its customers; customers form their impression of the firm from the tone and quality of the letters it sends out. Good quality paper and an attractive letterhead play their part in this, but they are less important than the message they carry.

When we write a letter we enter into personal relationship with our reader. Like us he has feelings and we cannot afford to disregard him. This is a necessary reminder because many people who are warm and friendly by nature become reasons of quite another sort when they sit down to write or dictate a business letter. They seem to think that business letters call for a special kind of "business English". They forget that they are "holding a conversation by post" and make us of impersonal constructions that produce a cold and aloof tone. They prefer to write, "Your letter has been received" or "We are in receipt of your letter" rather than "We have received your letter", and "Your complaint is being looked into" rather than "We are looking into your complaint". Then how to write effective business letter?

All business letters have two main functions. One is to ask for and give a reply to an enquiry, offer, order or complaint. The other one is to keep a record of all the important facts for ready reference. An effective business letter will say what the writer wants it to say clearly and simply. It should be precise, straightforward, relevant and action-centered. It should also be written in a friendly, formal style using plain language. Thus, in order to communicate effectively, you should ensure that the letters portray you as approachable, caring, effective and professional. In addition, you should be very familiar with the established layout and practice of business letters. There are three styles of business communication: the full blocked style, the indented style and the semi-blocked style. The fully-blocked style with open punctuation is the most popular method of display for business letters, because it is considered to be businesslike, simple and professional.

The whole secret of good business letter writing is to write simply, in an easy and natural way—like one friendly human being talking to another, to make your letters then, sound as much as possible like good conversation. You wouldn't say on the phone "It is regretted that the goods cannot be delivered today". You would say "I am sorry we cannot deliver the goods today", so why not say it when you write a letter? In order to write a good and effective business letter we have to remember

some important writing skills.

Requirements to the Writer

If a business letter is to achieve its purpose, the writer should have:

- (1) a good command of standard English;
- (2) knowledge of business theory and practice;
- (3) knowledge of technical terms;
- (4) knowledge of psychology;
- (5) skills in salesmanship.

The business letter can tell readers a lot about the writer and the writer's company. A business letter that is neat, easy to read, and presents a professional image will leave a good impression on the reader. Such a letter helps the writer as much as the reader, and will probably mean an earlier reply. In today's global market place, the reader's first impression often comes from the appearance of the documents and the quality of the paper. So you should pay some attention to the paper quality, the paper color, the paper size and margins. Firstly, never use paper that is too flimsy. Secondly, white is the standard color for business purposes, although light colors such as gray and ivory are sometimes used. Thirdly, the size of papers varies slightly from country to country. In the United States, the standard paper size for business documents is 8.5 by 11 inches. The last but not least, the document is to be centered in the page, leaving at least one-inch margins all around. We can use word-processing software to achieve the balance by defining the format.

This chapter is intended to develop skills in writing good business letters. It contains guidelines on developing personal writing style, using appropriate tone and composing effective communications in modern business language.

Section Two Layout of a Business Letter

There are several acceptable styles for business letter writing. The most popular forms are full-block style, indented style, modified block style and semi-block style with indented paragraphs.

1. Full-block Style

Every line in the full-block style begins at the left margin, and the open style of punctuation has been adopted.

(Letter head)

(Reference Number)

(Date)

(Inside Address)

(Salutation)

(Subject Line)

(Body)

(Closing)

For example:

*GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road, Guangzhou
People's Republic of China
Tel: 3456182 Telex: 8371 Guelco Cable:2284*

*Ref. GEC 9667
June 21, 2000*

*Ocean Electronics Products Import Corp.
130 Clifford Street
LONDON W 1, England*

Dear Sirs,

Re. Chinese Electronics Products

We have obtained your name and address from the London Chamber of Commerce, who has told us that you wish to import electric goods manufactured in China.

We manufacture electric appliance of the kind illustrated in enclosed catalogue, which we hope will be of interest to you. Also enclosed for your reference, is our latest price list.

Should you be interested in any of our product, please let us know and we will provide you with a quotation. In the meantime, should you require any further information about either our products or our corporation, please do not hesitate to let us know.

We look forward to hearing from you soon, and to the possibility of doing business with you in the future.

Yours faithfully,

(Signature)

Liu Sheng-feng

Sales Manager

2. Indented Style

The main feature of this style is that each line of the "Inside Name and Address" should be indented 2~3 spaces, and the first line of each paragraph should be indented 3~8 spaces, i.e.

(Letterhead)

(Reference Number)

(Date)

(Inside Address)

(Salutation)

(Body)

(Closing)

For example:

Beijing Textiles Import & Export Corporation

43 Tian An Men Street

Tel: 010-6683812 Telex: 3358711 Cable: 8898

January 30, 1995

Our ref. No...

Your ref. No...

The Pakistan Trading Company,

15, Broad Street,

Karachi, Pakistan

Gentlemen,

We learn from a friend in San Francisco that you are exporting Nylon Bed-sheets and Pillow Cases. There is a steady demand here for the above-mentioned commodities of high quality at moderate prices.

Will you please send us a copy of your catalog, with details of your prices and terms of payment. We should find it most helpful if you could also supply samples of these goods.

*Yours very truly,
BEIJING TEXTILES
IMPORT & EXPORT CORP.
(Signature)
Zhang Daihua
General Manager*

3. Modified Block Style

In this style, paragraphs are not indented. The “Date”, “Complementary Close” and “Signature” are aligned slightly past the center of the page.

For example:

*MEMPHIS STATE UNIVERSITY
MEMPHIS, TENNESSEE 38452*

December 18, 2000

*Mr. Joe Claiborne
Office Manager
Swallows Insurance Company
5983 Maplewood Cove
Memphis, TN 38117*

Dear Mr. Claiborne,

Thank you for your interest in our products. In reply to your request, we enclose our illustrated catalogue and a pricelist showing details of our products.

We look forward to hearing from you.

*Yours sincerely,
×××*

(Signature)

Binford H. Peeples

Sales Manager

Should you decide to adopt this style, I would recommend that the date and closing line begin at the centre point of the page. They can also be backspace from the right margin, but some people find this method rather time consuming.

As you may have noticed by now, there is no precise answer as to the best letter style; it is purely a case of personal preference. Each organization chooses its own style, and its employees should follow it.

4. Semi-block Style with Indented Paragraphs

This style is similar to the modified block style with one exception: the first sentence of each paragraph is indented 3~6 spaces.

For example:

GUANGZHOU ELECTRONICS PRODUCTS
IMPORT & EXPORT CORPORATION
11 Beijing Road Guangzhou PR China
Tel: 3451672 Telex: 8793 Guelco Cable: 1414

June 26, 2000

Your ref: TBL/xm

Our ref: GEC 9556

MR. JB. Lewis,
Superlus Electronics Ltd,
33 Bedford Square,
UK.

Dear Mr. Lewis,

Your letter of May 22 enquiring about the possibility of importing Chinese-made electronics goods into the United Kingdom, has been passed on to us by the Ministry of foreign Economic Relations and Trade in Beijing.

We are a state enterprise, and keen to expand our foreign trade. As yet, we have no business contacts in the United Kingdom, and would be pleased to consider any business proposals you may have, we enclosed our latest illustrated catalogue together with our latest price lists and terms and conditions of sales for your information, and shall be pleased to deal with any specific enquiries you may have concerning any of our products.

Should you require any further details about any of the above-mentioned points, please do not hesitate to contact us.

We look forward to hearing from you in the near future.

Yours Sincerely,

(Signature)

Wang Qinghe

Export Manager

Encls. as stated

Comments

The above letters are definitely good and decent examples for learners to understand the special formats of business letters. By learning the above letters, we can recognize the basic elements, say, letterhead, reference, date, inside address, attention line, salutation, subject line, body, complimentary close, signature, etc. The authors of the above letters express themselves very clearly, so that the readers can understand their meaning. Other than that, the purpose of the letters can be well demonstrated by means of applying appropriate words in correct sentence structures. All in all, good, straightforward and simple languages are indispensable elements for perfect business letters.

Section Three Structure of Business Letter

The basic structure of a business letter

- Heading/Letterhead (信头)
- Ref. NO. (发文编号)
- Date (日期)
- Inside Name and Address (信内名称和地址)
- Salutation (称呼)
- Subject Line (事由标题)
- Body of the Letter (信的正文)
- Complimentary Close (结尾敬语)
- Signature (签名)
- Enclosure Notation (附件)
- Carbon Copy (抄送)
- Postscript (附言)

1. Letterhead

Letterhead, as the first and most obvious part of a company's business letter, has two functions: to identify where the letter comes from, and to form one's impression of the writer's company. A printed letterhead usually contains the writer's company name, address, postcodes, telephone