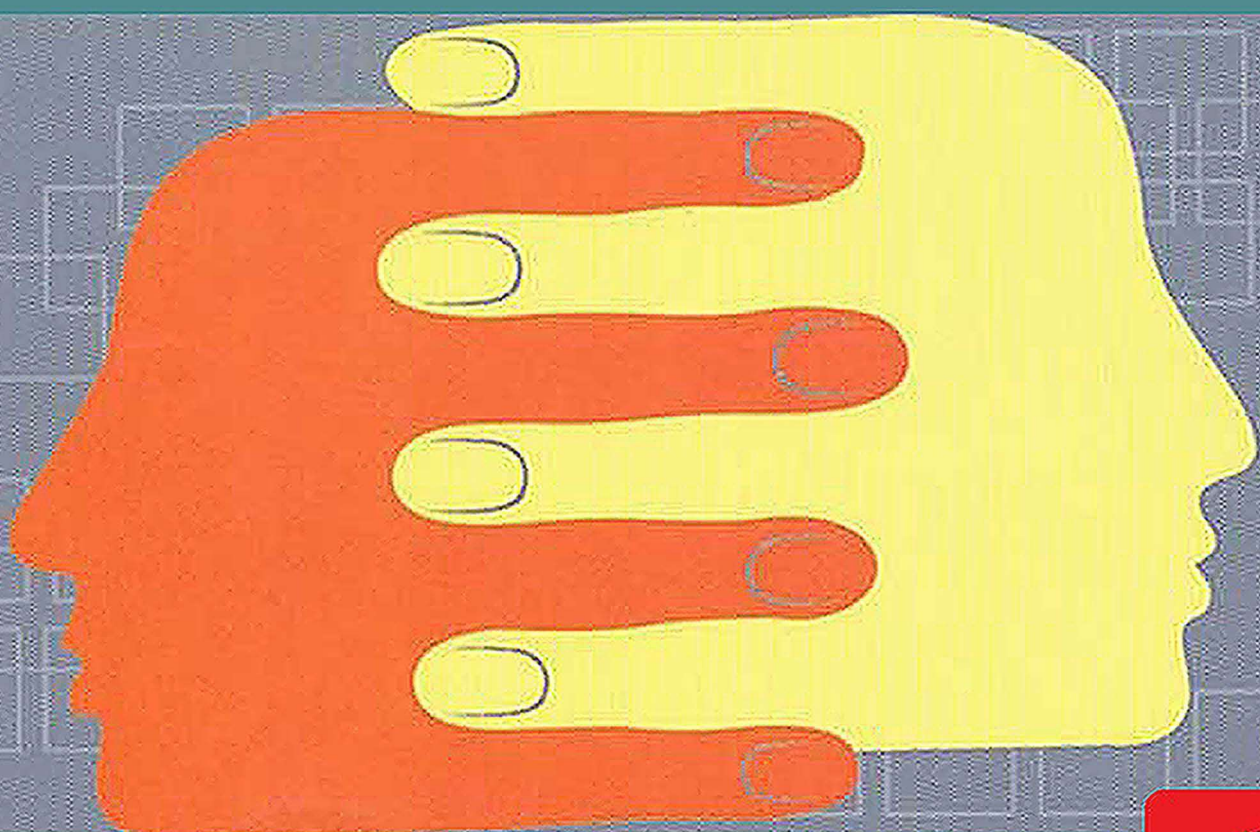


实用商务英语写作教程

主编 林丹蔚 邱瑞君



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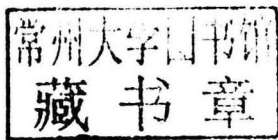


全国高等院校基于工作过程的校企合作系列教材

实用商务英语写作教程

Practical Business English Writing

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Practical Business English Writing

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出版说明

教育部提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理等商科专业的学生。

本系列教材主要呈现以下特点：

1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材涵盖三大模块：语言技能类、专业英语类、专业知识类。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。



语言技能类

商务英语听说
实用商务英语口语教程（第二版）
国际商务英语口语实训
致用商务英语阅读（上册）
致用商务英语阅读（下册）
外贸函电与单证实训教程（第二版）

旅游英语写作实训教程
商务翻译实务
经贸英语口语实训教程
英语语法实训教程
实用商务英语写作教程

专业英语类

外贸交际英语
会展实务英语（第二版）
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外事接待实务英语（第二版）
中英文酒店服务实训教程

旅游英语口语
旅游实务英语
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涉外酒店前厅服务技能实训教程

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国际货运代理实务
国际商务单证实务
跨文化交际技巧——如何与西方人交往
商务英语谈判

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材配有 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

对外经济贸易大学出版社

2017 年 1 月

前言

Preface

为顺应互联网发展新业态，依据国家“十三五”规划教材开发新目标，打造现代信息化“微课教学”“翻转课堂”等创新型教学模式，《实用商务英语写作教程》作为“商务英语微课+信息立体化”系列教材之一，旨在为广大高职院校师生和具备一定英语写作基础的商务从业人士提供最前沿及实用的商务英语写作学习素材与训练技巧，促进高职教育商务英语专业课堂教学的进一步改革与发展。

本教材设计紧密围绕职业教育课程体系改革指导思想，突出“以素质为基础，以就业为导向，以能力为本位，以学生为主体”的教育理念。教材中积极融入基于实际应用的案例教学、项目教学和虚拟现实技术，运用真实任务、真实案例以辅助教学。教材总体思路以工作过程中的常见事项为导向，注重培养学生在现实商务活动中的实践技能，增强学生的就业与创业能力。本教材具有以下几个显著特征：

一、专业性

本书所采用教学素材及案例皆由长期从事国际贸易专业人士及从事商务英语专业教学、科研及实践工作的教师精心筛选、编排而成。其内容基于现代商业信息化、全球化等特征，综合归纳国际商务实践中常用文体，包括通知、邀请函、备忘录、会议纪要、公司介绍、名片、产品广告文案、产品说明书、销售函、销售合同、投诉函与理赔函等，并根据写作目的与功能进行分类，满足国际商务实践中不同商务事项的写作需求。

二、针对性

本书的内容设计主要针对高职高专英语专业学生的现有水平，在确保英文材料准确性及难易度的基础上，对一些专业性较强的术语、短语等作注释说明，辅助教师教学及学生学习。本书在选材上，大量参考各类具有权威性的高职高专教材的选材难易标准、训练设置方式等，并结合地方特色及产业特点，有针对性地选取、编排相关材料。

三、实用性

本书的教学过程设计充分考虑到教学双方在规定时间内可操作性，全书总体知识点布局及单元教授流程皆经过深度探讨及实践检验，在紧扣行业发展需求的前提下，科学、合理地安排教授内容与步骤。同时，本书提供相应教学环节的教学方法、技巧、建议等，并附上训练任务参考答案，使教师教授、学生学习过程的开展更加顺畅、高效。



四、系统性

本书对国际商务实践中常用的文体从其定义、内涵、结构、类别、写作原则、技巧、方法等作全面介绍，同时结合训练任务，层层递进、逐级强化，较为全面、系统地引导学生对某一特定商务文体的学习及运用，提升学生商务英语语言表达能力，增强学生国际商务实践沟通能力。

本教材总共包含五个部分内容：

一、基础介绍：包括两部分内容，第一部分介绍商务英语写作基础概念、定义、写作步骤、原则及现代商业沟通工具；第二部分介绍两种最常见的商务英语应用文体：商务信函和商务报告。

二、公司日常业务相关文体：包括通知、邀请函、备忘录和会议纪要的写作内容与训练。

三、公司对外宣传相关文体：包括公司介绍、名片、产品广告文案和产品说明书的写作内容与训练。

四、外贸业务相关文体：包括销售函、销售合同、投诉函和理赔函的写作内容与训练。

五、求职应聘相关文体：包括简历与求职信的写作内容与训练。

本书的编写参考了国内外许多具有代表性的商务英语写作教材，并结合行业特色融入部分实操案例、经典佳作。揭阳职业技术学院外语系多位教师以及揭阳本地部分优秀企业代表参与了教材编写的前期准备和后续编写工作，为本书的出版做出了重要贡献，谨在此表示衷心地感谢！

因编者水平和经验有限，错误和缺点在所难免，欢迎广大读者批评指正。

编 者

2017 年 10 月

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Part One Introduction

商务写作基础介绍

Business writing is a type of professional communication by organizations to communicate with internal or external audience, which is also known as business communication and professional writing. Business writing should be understood clearly when read quickly. The message should be well planned, simple, clear and direct.



Unit 1

Basics of Business English Writing

商务英语写作基础知识介绍

I. Learning Objectives



In this unit, you will learn:

- the connotation of business English and business English writing;
- the business writing process;
- the business writing principles;
- contemporary communication tools;
- some effective business English expressions.

II. Leading-In



Business English Writing



PDF-unit 1



Video-unit 1



Business English (商务英语) or Commercial English is a special term given to English by non-English speaking nations for international trade. In Britain, it is called Commercial English or Commercial Letter. In the USA, it is usually called Business English, Business Correspondence or Business Letter. Business English is a kind of standard English adapted to specific business purposes. In the global commercial world, business English documents should be written to customers, salesmen, agents, suppliers and many other people concerned. They cover every conceivable phase of business activities.

Business Writing Process (商务写作步骤) can be summarized as the following five steps.

First, **preparing** (准备), involves making it clear about the objective, the reader and the scope of writing. The objective is the purpose of writing. A careful reader analysis is crucial to achieving the writing objective. It also determines the scope of the writing task. The scope of the writing refers to the kind and amount of information for the reader to understand the objective.

Second, **formatting** (布局), refers to choosing the format or layout of the document. It involves choosing the right way of presenting the document and making the document more readable. Successful formatting may lead to a favorable attitude of the reader to what is written.

Third, **organizing** (组织), involves gathering information, sorting details, and making outlines. The information can be gathered from other people, from documents available, or from the Internet. Notes then should be grouped according to the information they have in common. The result of organizing is an outline that will guide the next step of drafting.

Forth, **drafting** (起草), is the actual writing of the business document. It is considered as the most difficult, however, natural if previous steps have been accomplished.

Fifth, **revising** (修改), turns the drafts into a finished product. It involves more than just editing and proofreading concerning the format or language. A check on the overall tone is also necessary based on a careful reader analysis.

Business Writing Principles (商务写作原则) involves the commonly mentioned “5Cs”.

Clarity (清晰) means one sentence for one meaning only. It indicates a logical relationship between relevant sentences. No reversion or repetition is allowed to appear. **Conciseness** (简洁) means all the words, sentences and paragraphs in a letter must be clear-cut and straight forward. So it is with an e-mail or telex or fax. **Correctness** (准确) includes the correctness of forms of writing, of grammar, spelling and of punctuation, particularly of figures. **Courtesy** (礼貌) means being very polite and prompt in replying to the opposite party's letter. Your letter should be very mild and tactful, and possibly the reply should usually be sent on the same day. Any delay should be explained in a written form. **Completeness** (完整) includes the completeness of facts and explanations. It gives all the information necessary to accomplish the purpose for your letter or answer fully the questions asked or implied in the incoming letter.

Contemporary Communication Tools (现代商业沟通工具): Modern technology has enabled the creation of a myriad of new communication tools, sites and software. There are many types of communication available. The choice depends on where you are, how much time you have and how much (if any) you prefer to pay.

First, **cell phones** (手机), which have continued to increase since their introduction in the late 1980s, enable their users to send and receive emails, pictures and recorded videos.

Bluetooth (蓝牙) technology has further increased the communicative value of cell phones, allowing talkers to carry on their conversations hands-free with the use of a small, one-sided headset. **Skype** (网络电话) is a downloadable software that enables users to make free phone calls and send messages via the Internet. The service also offers video phone calling, allowing users to watch each other in real time while they speak. Use of Skype's free features requires a broadband Internet connection as does its paid features. Both businesses and private individuals have benefited from the convenience and immediacy of Skype's communication tools.

Twitter (推特网站) is a popular social networking site created in 2008 which is unique in that users can write (or "tweet") messages from either their computer or cell phone in short, concise updates, as often as they please. The concept of Twitter revolves around the idea that people can stay updated on the events of others' lives without spending a lot of time sifting through extraneous information or more elaborate weblogs. Another perk is the fact that Twitter is completely free and requires no special software. **Wechat** (微信) or **QQ**, both developed by Tencent, has been a fast and effective messaging application. This kind of instant messaging application enables users to communicate with each other on the Internet or mobile phone via short written, spoken or even video messages delivered almost immediately after the content is created.

● Task 1

Directions: Make the best choice from A, B and C to fill in each of the blanks.

1. Business English is a kind of _____ English written for specific business purposes.
A. routine B. standard C. general
2. _____ as the final step of the business writing process, turns the drafts into a finished product.
A. Formatting B. Organizing C. Revising
3. _____ means all the expressions in a certain document must be clear-cut and straight forward.
A. Conciseness B. Courtesy C. Completeness
4. _____ technology allows talkers to carry on their conversations hands-free with the use of a small, one-sided headset.
A. Bluetooth B. Skype C. Twitter
5. _____ is now considered the most popular and effective instant messaging application in China.
A. Cell phone B. Wechat C. QQ

III. Formatting



Case 1:

<p>Dear Mr Wright,</p> <p>Thank you for your letter of October 16 and we are willing to enter into business relations with you. We have been exporting all kinds of art and craft goods for more than 25 years and have many customers and friends throughout Europe and America.</p> <p>At your request, we are sending you by air the latest catalogue and price list of our products for your reference. If any of the items listed in the catalogue meets your interest, please let us have your specific enquiry, and our quotation will be sent to you without delay.</p> <p>Sincerely yours,</p> <p>K. M. Abduah</p>	<p>Salutation</p> <p>Introduction</p> <p>Reply for request</p> <p>Signature</p>
---	---

● Task 2

Directions: Read the sample and answer the following questions.

1. Who is the writer ?
2. What is the purpose for the writing ?
3. What did the recipient inquire ?
3. How does the writer try to reply?



Notes 注释

business relation	商业关系	export	v. 出口
art and craft goods	工艺品	at your request	按你方要求

send	v. 寄送	catalogue	n. 目录
price list	价格单	for your reference	供您参考
item	n. 项目	specific enquiry	具体询价
quotation	n. 报价	delay	n. 延迟, 拖延

Case 2:**Report on Survey of Job Satisfaction**

Brief and specific

Introduction

In response to Ms Nagle, the manager's request, the report sets out to analyze the staff's job satisfaction according to the collected questionnaires.

Methodology

Introduction

A questionnaire survey was conducted to learn about the job satisfaction in our company. 228 employees returned their questionnaires on time. In order to gain more factual figures, the employees were required to fill it anonymously.

Findings

Present facts and ideas

According to the statistics, 72% of the employees are content with their work. Whereas, it was found that the female staff (75%) are more satisfied with their present job than the male staff (63%). In addition, the data showed that payment isn't relevant to happiness. 87% of younger people, aged 20-30, with lower payment expressed their approval. Meanwhile, 52% of the staff, aged 30-40, and 61%, aged 40-50, were more pessimistic. Most of them mentioned the reasons for their dissatisfaction: little chance to get promotion and a poor welfare system. In addition, a number of people suggested having a longer paid holiday to have more opportunity to be with their families and arrange more training courses to update their professional skills.

Conclusion

Conclude the results

Based on the findings, it was concluded that most people in our company look at their present job optimistically but there is still space for our company to make some progress.

Recommendation

It would be advisable to readjust the promotion policy and welfare system to stimulate staff to be more enthusiastic about their work.

Proposing suggestions for action to be taken

Task 3

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____



Notes 注释

In response to	对……回应	set out	着手，出发
questionnaire	n. 调查表，问卷	anonymously	adj. 匿名的
be content with...	对……满意	whereas	conj. 鉴于，然而，反之
payment	n. 支付，报酬	relevant	adj. 有关的，相关的
pessimistic	adj. 悲观的，悲观主义的	promotion	n. 晋升
paid holiday	带薪休假	update	v. 更新，使现代化
professional	adj. 专业的，专业性的	optimistically	adv. 乐观地
readjust	v. 再调整	stimulate	v. 激励，鼓舞

IV. Useful Expressions



1. Words and Phrases

Words

apply	v. 申请	buyer	n. 买家
catalogue	n. 产品目录	consultation	n. 咨询
contract	n. 合同	competitive	adj. 竞争的
currently	adv. 目前地	considerably	adv. 很，相当
continuously	adv. 连续地	chance	n. 机会
discount	n. 折扣	durable	adj. 耐用的
deliver	v. 送货	employ	v. 雇佣