

21世纪商务英语系列教材

实用商务英语写作



Practical Business English Writing

蒋磊 / 主编



北京大学出版社
PEKING UNIVERSITY PRESS

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实用商务

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Practical Business English Writing

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北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目(CIP)数据

实用商务英语写作 /蒋磊主编. —北京:北京大学出版社, 2007.12

(21 世纪商务英语系列教材)

ISBN 978-7-301-12701-8

I. 实… II. 蒋… III. 商务-英语-写作-高等学校-教材 IV. H315

中国版本图书馆 CIP 数据核字(2007)第 135274 号

书 名: 实用商务英语写作

著作责任者: 蒋 磊 主编

责任编辑: 李 颖

标准书号: ISBN 978-7-301-12701-8/H·1830

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62767347 出版部 62754962

电子邮箱: zbing@pup.pku.edu.cn

印 刷 者: 北京大学印刷厂

经 销 者: 新华书店

787毫米×1092 毫米 16 开本 24 印张 556 千字

2007 年 12 月第 1 版 2007 年 12 月第 1 次印刷

定 价: 42.00 元

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Acknowledgements

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进入新世纪,随着经济全球化进程的加快和科学技术突飞猛进的发展,各国之间的商务交往活动、学术交流和往来也日益频繁,培养具有国际竞争能力和全面发展的高素质人才已成为时代的需求。英语作为国际间人们相互交流沟通的工具,显示了越来越重要的作用,其中书面沟通在各种商务情景中扮演着极其重要的角色。随着商务活动范围的扩展,商务写作涉及的商务业务知识和惯例、传递信息的手段和方式以及使用语言的表达习惯都在发生变化。《实用商务英语写作》作为商务英语系列教材之一,正是为满足广大英语学习者对提高商务英语写作能力的需要而撰写的。

商务英语写作作为英语专业商务方向学生的必修课,是从事国际商务工作必需的业务技能之一,也是应用性最强,综合知识面最宽,训练难度最大的项目。该课程涉及商务专业知识、语言知识、修辞技巧等诸多方面的内容,要写好商务英文应用文,除熟悉必要的商务专业知识外,英语写作水平是关键,只有掌握一定的写作基础知识,同时熟悉应用文的书写格式和语言特点,通过反复地学习、模仿和实践,方可掌握商务应用文的书写规律与方法,逐渐学会各类商务应用文的写作。

鉴于商务英语专业的复合型,需要兼顾商务理论和英语知识两个方面,课程设置多,受学时所限时间紧,既开设英语基础写作又开设商务英语写作,不少学校尚有困难。目前写作教材的基本编写模式是基础写作与商务写作分为两册,从教学实际出发,本教材另辟途径,采取基础写作与商务写作合二为一的编写思路,将商务知识融入基础部分贯穿于全书之中,学生在学习写作基础知识的同时熟悉了解商务知识的词汇、句型和语篇,在具有一定的写作技能之后再进入专业写作学习,以期费时少见效快。

众所周知,商务活动多种多样,商务英语写作内容也相当繁杂,因此本教材无法涵盖其所有,限于篇幅,只能有所侧重择要讲述。在内容的选择方面以现代商业活动中常用文体为重点,强调英语写作的实用性和可操作性,传统的外贸函电内容由于本商务英语系列丛中另有单册出版,故本书不再赘

述。一门商务英语写作的课程,如能让学生较好地掌握一般商务书信的写作并对其他体裁的格式和语言要点能有所了解,就算达到目的了。

本书分为两大部分,共 14 个章节。第一部分为英语写作基础知识,涵盖英汉写作差异、选词语组句、段落的组织及篇章写作;另一部分为实用商务写作,包括信息告知性商务信函(如广告、通知、投诉信、会议纪要、备忘录、电子邮件等)、说服性商务信函(如促销信、代理申请、商品求购、注册申请、求职申请等)、商务文函写作(公司内部报告和商务合同与协议等)、商务安排与社交活动信函以及其他商务写作(如信誉咨询信、问卷调查和商务信息图表)。本教材针对英语学习者学习商务英语写作的实际需要,配有丰富多样的写作实践练习。

“授人以渔”胜过“授人以鱼”。本书作者愿为那些在实际学习和工作中亟待提高英语写作能力的人助一臂之力,力求使不同层次,不同水平的读者从中受益。需要说明的是,在使用本教材时,教师可根据课时安排和学生的具体情况有所取舍,有些部分只能浅尝辄止。例如合同部分,如要学生较好地掌握,恐怕就要花更多的时间了。因此本书将这方面的内容安排得相对较少。

本书可供高等院校英语专业、商务英语专业学生作为复合型专业英语教材使用,亦可供国际贸易、国际营销、工商管理、国际商务、国际企业管理、国际金融等专业本、专科学生、非英语专业硕士研究生等专业方向的学生作为教材使用,该教材对 EMBA、MBA 学生以及从事对外经贸进出口的从业人员具有一定的借鉴价值。同时该教材也可作为有志从事国际商务活动的英语爱好者自学用书。我们相信,初学者可从中领悟基本写作方法,增强信心,敢于动笔。有一定写作基础的读者掌握了书中阐述的写作技巧,能进一步提高现有的写作水平。本书是多年从事英语写作教学和英语写作理论研究的一线教师长期教学实践的结晶。

本册书参编人员具体分工如下:

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何春风、朱慧敏 第 10—12 章及其参考答案

前 言

本书的出版得到了北京大学出版社的鼎力支持和热情帮助,在此我们表示衷心的感谢。

在本书编写过程中,我们参考并借鉴了国内外出版的有关书籍和资料,_____等网站的资料,以及其他商业网站和国际著名跨国公司网站的资料,在此一并感谢。

由于编者水平有限,书中不足之处在所难免,敬请国内外专家、学者和广大读者批评指正。

编者

2007年7月

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Part One

Fundamentals of Practical Business

English Writing

