



中等职业教育国家规划教材
全国中等职业教育教材审定委员会审定

商务英语 函电

SHANGWUYINGYUHANDIAN

第2版

主编 张铁钢
Terence R.Egan



中国财政经济出版社



教育部審定高中課程教科書

教育部審定高中課程教科書

商務英語 函電

Business English
Communication

第二版

編著 廖正興
Liao Zhengxing

Shanghai

上海外語教育出版社

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(第2版)

主 编 张铁钢 Terence R. Egan
责任主审 姚新超
审 稿 何曾楣 付美榕

中国财政经济出版社

图书在版编目 (CIP) 数据

商务英语函电/张铁钢, Terence R. Egan 主编. —2 版. —北京: 中国财政经济出版社, 2007. 11

中等职业教育国家规划教材

ISBN 978-7-5005-5560-5

I. 商… II. ①张…②黄… III. 国际贸易-英语-电报信函-写作
-专业学校-教材 IV. H315

中国版本图书馆 CIP 数据核字 (2006) 第 027588 号

中国财政经济出版社出版

URL: <http://www.cfeph.cn>

E-mail: jiaoyu@cfeph.cn

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社址: 北京海淀区阜成路甲 28 号 邮政编码: 100036

发行电话: 88190616 88190655 (传真)

三河市新世纪印务有限公司印刷 各地新华书店经销

787×1092 毫米 16 开 12 印张 320 000 字

2006 年 8 月第 2 版 2007 年 11 月河北第 2 次印刷

定价: 17.00 元

ISBN 978-7-5005-5560-5/F·4911

(图书出现印装问题, 本社负责调换)

中等职业教育国家规划教材

出版说明

为了贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》精神，落实《面向 21 世纪教育振兴行动计划》中提出的职业教育课程改革和教材建设规划，根据教育部关于《中等职业教育国家规划教材申报、立项及管理意见》（教职成〔2001〕1 号）的精神，我们组织力量对实现中等职业教育培养目标和保证基本教学规格起保障作用的德育课程、文化基础课程、专业技术基础课程和 80 个重点建设专业主干课程的教材进行了规划和编写，从 2001 年秋季开学起，国家规划教材将陆续提供给各类中等职业学校选用。

国家规划教材是根据教育部最新颁布的德育课程、文化基础课程、专业技术基础课程和 80 个重点建设专业主干课程的教学大纲（课程教学基本要求）编写，并经全国中等职业教育教材审定委员会审定。新教材全面贯彻素质教育思想，从社会发展对高素质劳动者和中初级专门人才需要的实际出发，注重对学生的创新精神和实践能力的培养。新教材在理论体系、组织结构和阐述方法等方面均作了一些新的尝试。新教材实行一纲多本，努力为教材选用提供比较和选择，满足不同学制、不同专业和不同办学条件的教学需要。

希望各地、各部门积极推广和选用国家规划教材，并在使用过程中，注意总结经验，及时提出修改意见和建议，使之不断完善和提高。

教育部职业教育与成人教育司

前 言

《商务英语函电》是中职学校国际商务专业的主干专业课程。本教程的目的是培养学生的翻译和写作英语函电的能力,使学生能够用英语处理进出口往来业务。

根据国家教育部颁发的中等职业教育的培养方案,我们编写了国际商务专业方面的英语统编教材《商务英语函电》,重点是帮助该专业的学习者掌握有关国际商务函电及国际商务活动中的词汇、句型及相关知识,成为具有高素质的中等技术应用型人材。同时,该教材也适用于各类有志提高外贸实践能力的学习者。

《商务英语函电》写作涉及建立业务关系、询盘、报盘、还盘、成交、支付、开证、改证与展证、装运、保险、索赔及理赔等应用文体。其中,商业书信具体介绍了写作方法、格式及类型等,为以后的应用文体做一铺垫。

《商务英语函电》有14个单元。教材根据培养目标,在编写过程中,突出体现“实践性强、可操作性强”这一应用型特点,每一单元具体安排如下:第一部分(Introduction)介绍相关外贸主题所涉及的领域和活动范围;第二部分(Knowledge related to this unit)介绍相关主题的相关知识及此类文体写作要点;第三部分(Sample letters)提供了具体背景下的写作样体,通过对各种函电的学习,了解其具体格式和不同格式的具体要求;第四部分(Exercises)中的1、2部分目的使学习者能对常用语进行准确翻译,3、4部分目的使学习者能对常用句型进行准确翻译,第5部分的目的使学生掌握相关函电文体的表达方式,第6部分最终目的使学习者学会独立完成外贸函电的写作。另外,为了便于教学,答案部分采用活页形式,附在书后。教学人员可根据具体情况,灵活掌握;第五部分(Useful Expressions)介绍常用句型及词语,以提高学习者对相关主题表达方式的灵活性;第六部分(Reading)就相关内容提供背景知识,扩大学习者的知识面。所选用的材料语言规范,时代性强,便于学习者理解和掌握。

本书由张铁钢和外教 Terence R. Egan 做主编,黄振华做副主编。全文的编写、文字整理及语言协调由三人共同完成。

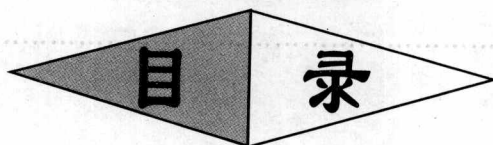
由于时间紧,水平有限,教材中难免有不当之处,敬请批评指正。

编 者

2005年10月

于北京

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Unit 1

Business Letters

Objectives

- ★ *To learn structure and styles of business letters.*
- ★ *To learn basic rules of business letter writing.*
- ★ *To practice writing business letters.*

I. Introduction

Exchange of information is basic to business. Without it business could not function properly. A letter is the most often used means of business communication, so letter writing is a very important part of business.

Words and Expressions

exchange [ɪksʃeɪndʒ] n. 交流

information [ɪnfə'meɪʃən] n. 信息

function [ˈfʌŋkʃən] vi. 运行

means [mi:nz] n. 方法, 手段

II. Knowledge related to letter writing

1. Structure of business letters

A business letter usually includes seven or eight parts:

- a. your company address
- b. the date
- c. name and address of recipient
- d. the salutation

(A salutation is a polite greeting. If possible, address a person by name. If you don't know the person's name, you can open with 'Dear Sir/Madam'.)

- e. the body
- f. the complimentary close

(Use 'Yours sincerely' after 'Dear (name)' and 'Yours faithfully' after 'Dear Sir/Madam' in your complimentary close.)

- g. the signature and the position
- h. enclosure

(When something is enclosed with a letter, attention should be called to it by writing 'Enclosure' or 'Enc.')

2. Styles of business letters

There are now two often used styles — the indented style and the blocked style. Indented style is rather traditional. The blocked style is quite modern and has now come to be much more widely used than any other, because it is efficient and professional.

3. Rules of business letters

a. Clarity

Make sure that things you wish to say have been clearly expressed. There should not be any unclear expressions or misunderstandings in a letter.

b. Conciseness

Include any information that is to the point and leave out anything that is not to the point in a letter. Say things briefly but without loss of clarity.

c. Courtesy

Show your friendliness and sincerity to your readers when writing a letter. Appropriate tone is also important; try to be persuasive, confident and firm.

(Note: Sample letters will make this part clearer.)

Words and Expressions

recipient [rɪ'sɪpiənt] n. 收信人

salutation [sæljuː'teɪʃn] n. 称呼 (指写信人对受信人的称呼)

address [ə'dres] vt. 写姓名地址 n. 地址

body ['bɒdi] n. 信的正文

complimentary [kəmplɪ'mentəri] close 结束礼词

sincerely [sɪn'sɪəli] adv. 真诚地

signature ['sɪɡnətʃə] n. 签名

enclosure [ɪn'kləʊʒə] n. 附件

indented [ɪn'dentɪd] style 缩行式

blocked [blɒkt] style 平头式

traditional [trə'dɪʃənl] adj. 传统的, 惯例的

efficient [ɪfɪʃnt] adj. 有效率的

professional [prə'feʃənl] adj. 职业的

clarity ['klærɪti] n. 清楚, 透明

misunderstanding [mɪsʌndə'stændɪŋ] n. 误会, 误解

conciseness n. 简明

to the point 中肯, 扼要

leave out 省去, 不考虑

courtesy ['kɜ:təsi] n. 谦恭, 礼貌

sincerity [sɪn'serɪti] n. 诚挚, 真挚

tone [təʊn] n. 语气, 语调

persuasive [pə'sweɪsɪv] adj. 有说服力的

firm [fɜ:m] adj. 坚定的

III. Sample letters

(1) The Indented Form

Business Correspondence Institute
Hui Zong An
Beijing, China

December 17, 2005

Mr. K. Huang
65 Nathan Road
Kowloon
Hongkong

Dear Mr. Huang,

Most people have a preference for letter style. Some insist that all letters be typed in indented style.

In an indented letter, the salutation is usually followed with a colon (sometimes with a comma) and the complimentary close with a comma.

The first line of each paragraph is indented four or five spaces. The date line is flush with the right margin. The complementary close begins to the right of the page. All lines of the signature are aligned with the complimentary close.

However, this style is seldom used in business now.

Yours sincerely,
(your signature)
(printed name)
Sales Manager

Words and Expressions

preference [ˈprefərəns] n. 偏爱, 优先选择

colon [ˈkəʊlən] n. 冒号

comma [ˈkɒmə] n. 逗号

space [speɪz] n. 空间, 间隔

be flush with 与……对齐

margin [ˈmɑːdʒɪn] n. 页边的空白

align [əˈlaɪn] vt. 使对齐, 使成一行

Proper Names

Correspondence [kɒrɪˈspɒndns] School 函授学校

Kowloon 九龙

(2) The Blocked Style

Business Correspondence Institute

Hui Zong An

Beijing, China

June 7, 2005

Mr. K. Huang

65 Nathan Road

Kowloon

Hongkong

Dear Mr. Huang,

The blocked style is very modern. Almost every business company in Britain and in the United States is now using it with some individual style preferences. Its main feature is that all lines begin at the left-hand margin.

The open punctuation is used in this letter style; that is to say only essential punctuation marks are used outside the body of the letter. You will notice, for example, there are no punctuation marks for the date, the salutation, the complimentary close, or at the ends of

lines forming the inside address.

Yours sincerely
(your signature)
(printed name)
Secretary

Words and Expressions

individual [ˌɪndɪˈvɪdʒuəl] adj. 个别的, 个人的

open punctuation [ˌɒpənˈpʌŋktʃʊeɪʃn] 开放式标点符号

that is to say (作插入语) 那就是说, 换言之

mark [mɑ:k] vt. 作标记, 作记号 n. 标记, 记号

(3) The Blocked Style

The Armstrong Incorporation
150 St. Louis Street
Los Angeles, CA 90015
U.S.A.

December 17, 2005
China National Light Industrial Products Imp. & Exp. Corp
Shandong Branch
Qingdao
China

Dear Sir/Madam,

May we offer you a new type of pen we have recently developed?

This pen is quite new for you can write with a different width of ink by simply adjusting its nib.

The price is \$ 100 a dozen and the minimum order is 50 dozen. You will have a 10% discount for an order of 500 dozen or more. A sample is coming to you by air-mail.

We look forward to hearing from you at your earliest opportunity.

Yours faithfully

(your signature)

(printed name)

Sales Manager

Words and Expressions

offer ['ɒfə] vt. 提供

width [wɪdθ] n. 宽度

nib [nɪb] n. 钢笔尖

minimum ['mɪnɪməm] adj. 最小的, 最低的 n. 最小值, 最小化

discount ['dɪskaʊnt] n. 折扣

order ['ɔ:də] n. 定单, 订购

Proper Names

Los Angeles [ləʊsændʒələs] 洛杉矶 (城市名, 位于美国加州西南部)

CA 加利福尼亚州的缩写

China National Light Industrial Products Imp. & Exp. Corp Shandong Branch

中国轻工业品进出口公司山东分公司

(4) The Blocked Style

China National Light Industrial Products

Import & Export Corporation

82 Tung An Men Street

Beijing, China

March 20, 2005

The Pakistan Trading Company

15 Broad Street
Karachi, Pakistan

Dear Sir/Madam,

Thank you for your inquiry of January 6.

We are always delighted to have the opportunity to establish new international relationships.

I have enclosed, for your information, pamphlets and price lists for our export products.

I will contact you next week to discuss your needs and your specific requirements.

Yours faithfully,

(your signature)

(printed name)

Department Manager

Words and Expressions

inquiry [ɪnˈkwaɪəri] n. 询问; 询盘

pamphlet [ˈpæmfli:t] n. 小册子

price list 价格表

requirement [rɪˈkwaɪəmənt] n. 需求; 必要条件

Proper Names

The Pakistan [ˌpɑ:kɪˈstɑ:n] Trading Company 巴基斯坦贸易公司

Karachi [kəˈrɑ:tʃɪ] 卡拉奇 (巴基斯坦港市)

N. Exercises

Note: Item V may help you complete the following exercises.

1. Translate the following into Chinese:

1) salutation

2) complimentary close

3) indented style

4) blocked style

5) clarity

6) conciseness

7) courtesy

8) confident

9) persuasive

10) communication

2. Translate the following into English:

1) 冒号

2) 逗号

3) 写姓名地址

4) 签名

5) 附件

6) 边缘, 页边的空白

7) 开放式标点符号

8) 段落

9) 正文

10) 收信人

3. Translate the following sentences into English:

1) 很高兴收到贵方 4 月 25 日的来信。

2) 遗憾地奉告我们不能接受贵方提出的价格。

3) 随信附上我们出口产品的价格单。

4) 很高兴在这里将我们的产品介绍给贵方, 希望与贵方建立业务关系。

4. Translate the following sentences into Chinese:

1) We would like to develop a mutually beneficial business relationship with you.

2) We look forward to receiving your early reply.

3) Its main feature is that all line begins at the left-hand margin.

4) The date line is flush with the right-hand margin and the complimentary close begins to the right of the center of the page.

5. Complete the following in English:

1) We are pleased to _____

a. 收到你方五月一日要求订购 300 辆自行车的信。

b. 收到你方五月一日索要我方有关产品价格表的信。

2) We are pleased to inform you that _____

a. 我们已航空寄出你方要求的有关产品价格表。

b. 我们已将你方所订货物装运。

3) Enclosed please find _____