



高职高专
商务英语类课程规划教材

CENTURY BUSINESS ENGLISH

世纪商务英语

外贸函电

新世纪高职高专教材编委会组编

主编 吴思乐 胡秋华



大连理工大学出版社



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总序

《世纪商务英语》是新世纪高职高专教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职高专教材编委会，是一个由全国100余所志同道合的优秀高职高专院校组成的高职高专教材建设者联盟。编委会走过的历程，见证了我们的与众不同：编委会是迄今为止第一个完全按照市场原则来长期进行高职高专教材建设运作的大型组织。从编委会诞生的第一天起，我们就选择了以高职高专教材的特色建设为己任。这不仅是由于我们拥有对高职高专教育未来发展的更为贴近实际的认识，也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式，更由于我们一直以来对高职高专教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中，关于教材建设理念的独到解释非常值得一提。这一理念可简述如下：所谓教材建设，就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中，这一理念不仅已成为我们的核心指导原则，而且它的深受高职高专教学单位欢迎的结果，也鼓舞了我们实现任何高职高专教材特色建设的勇气。

然而，高职高专英语教材特色建设的情形则有所不同。就其实用性而言，高职高专与非高职高专的英语教育并无本质区别，加之我国高职高专教育发展的历史尚短，高职高专英语优秀人才的累积也略显不足，因而，许多早期高职高专英语教材的编写，宁可倚重非高职高专院校的英语教师参与，有其积极的意义。但是，按照我们教材建设的上述理念，如果不能以高职高专一线教师为主体来实施高职高专英语教材建设的具体运作，就根本无法实现完全适合高职高专教学需要的英语教材建设预期。

这的确是一个两难选择。事实上，编委会要建设自己品牌的高职高专英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职高专一线教师来完成这一重任的艰难程度。因此，我们并没有从一开始就贸然地启动这个项目，而是选择在较好地实现了足够数量的非英语类高职高专教材特色建设的经验累积，若干专业英语类相关教材建设的成功尝试，以及对公共英语相关项目的具有积极意义的探索和准备之后，才开始尝试涉足这个领域的。

尽管我们在推进高职高专英语教材建设的进程中遇到了诸多困难，但终能如愿以偿，在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言：我们相信用心与努力胜过相信经验与资历。编委会有一个信条：在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职高专教材建设中屡试不爽的成功做法，在高职高专英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念,也正在英语教材建设中显现其非凡魅力。在我们高职高专一线教师所立足的英语教学实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《综合教程》、《听说教程》、《口语教程》与《阅读教程》在内的高职高专商务英语系列教材——《世纪商务英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职高专商务英语教育人才,期待着收获一个更好更切合高职高专商务英语教学实际的教材品牌。

新世纪高职高专教材编委会

2004年6月

序

全球化首先表现为经济全球化,而全球化面临的一个重大障碍就是语言交流的障碍。全球化大环境下的中国又处于经济全面对外开放的形势下,这就更加激起了外语学习的热潮。如果说在我国改革开放初期国家主要需要的是专门学习外语的人才,那么在经济全球化的今日,需要与外国人打交道的就远远不止是专门的外语人才,而是各行各业各个层次的有关人员。如果说传统的涉外活动多涉及外交和少数对外贸易的垄断部门,今天则是全民从事涉外活动,而首当其冲的全面涉外活动就是与外国人做生意。这不仅涉及传统的进出口的大公司,连农民个体生产者要出口自己的产品也要进行涉外交易。就连旅游点的当地老乡也会拿着自家的小产品向外国游客兜售。所以满足涉外贸易需要的“商务英语”(Business English)就成为全民涉外活动的第一语言需要。

这种“商务英语”与传统的“商务英语”既有共性又有差别。相同之处是属于专门用途英语(English for Specific Purposes),是共核英语基础的延伸。不同之处在于今天的商务英语的使用者是各行各业的全民,其中既包含传统的商务英语的使用者,更涵盖对英语一知半解却又需要使用英语进行各自的“商务”活动的人们。后者已经是或即将成为这一群体的主体。

这一更为广泛的商务英语的使用群体需要学习什么样的英语呢?传统的先打好英语语言基础再学习与商务活动相关的专业英语的思路显然是与此要求南辕北辙的。十几年来我有机会受教育部的委托从事高职高专英语教学的研究和指导工作,与高职高专教育英语课程教学指导委员会一道探索出了“实用英语”这一高职高专英语教学的大方向,受到了教育部和全社会的肯定和欢迎。据此我认为,我们今天提供给读者的“商务英语”应该体现如下理念:

1. 职业教育的重要组成部分:“商务英语”是我国职业教育的重要组成部分,其教学目标首先是培养实际使用英语去从事涉外商务活动的能力,也即能够处理商务业务的“实用英语”。

2. 符合各个层次的实际需要:这一需要不是学会一门外语的需要,而是学会使用英语去从事实际涉外交际的需要。换句话说,学习目的不是为了今天或以后学会一门外语,而是为了实际涉外交际的迫切需要;

3. 学一点、会一点、用一点:不把外语作为一门语言来学,更不作为一门学问来学,而要作为一门技艺来学。不强调打下坚实的语言基础,而突出实际技能的培养。

4. 口头交际和书面交际:涉外交际首先要突出听说交际,文字书面交际只是口头交际的支持和凭证。或者说,初级交际更要突出口头交际,高级交际才涉及书面交际的强有力的支持。因此教学安排要先听说后阅读,以改变我国外语教学以教授阅读为主的思路。

5. 教学内容要有针对性:首先要以市场需求和就业为导向,这也就是我上面所说的“实用英语”。不过“实用”本身还是一个宽泛的概念,“实用”还要有针对性。既要针对市场需求,又要针对培养人才的类型和所要达到的培养目标。同样培养酒店涉外服务人才,经理和服务员的培养要求是不同的,因此其学习内容的针对性既会有共同的实

用性,更会涉及不同岗位的差异性。但在强调针对性差异的同时,还必须寻求针对性中的共性才能避免英语教学走上个性化教学的极端。

因此,编写商务英语教材首先要对其使用对象进行定位,找出其需求的共性和差异,而后再针对共性照顾差异地去编写相应的教材。《世纪商务英语》的使用对象首先是高职高专商务英语专业的学生,其次是使用英语从事涉外商务活动的广大商务工作者。他们具有以下共性:

1. 他们都在中学学过一定程度的英语,打下了初步的英语基础;
2. 他们学习英语的主要目的是使用英语去从事各自的业务活动;所涉及的涉外活动首先是口头涉外活动,其次是业务中需要处理的商务文献,如商务广告和业务单据等。
3. 他们需要学英语,但学英语又不是他们的主要目的。因此他们没有足够的时间去打扎实的语言基础。他们学习英语的主要目的是为了利用英语从事商务交际,收到学习英语的“即期效果”。

基于以上考虑,《世纪商务英语》的编者遵循了如下编写原则和思路:

1. 分层次有针对性体现“实用”:《世纪商务英语》分为通用涉外交际、通用商务交际和外贸实务交际3个层次,其中通用涉外交际又包含日常涉外交际。也就是说,《世纪商务英语》涵盖涉外商务活动的各个层面,既涉及基础英语,又涉及商务业务英语,力求将二者紧密结合融为一体。既从基础学起,又渗透实用场景下的语言交际。与此同时,《世纪商务英语》还为特定的涉外英语交际技能的培养编写了诸如商务口语、商务阅读、商务翻译、商务写作、函电与单证等教程。

2. 重视听说、加强表达、突出实用阅读:教材编排以听说训练为主导,引导学生获取表达技能,实现课堂教学的“学一点、用一点”的原则。阅读则突出实用性文献资料,寓文化教育于实用教学之中。

3. “精讲多练”、“讲为练”、“练为用”:教材不只是“教”,更要注重“学”,不是“教懂/学懂”,而是要“教会/学会”。

4. 选材注重涉外语言交际的典型性、实用性、思想性、时代感、趣味性、可模拟性和可操作性。这样教材才能保证“教起来生动,学起来有趣,便于模仿,学了能用”。

《世纪商务英语》是在体现“实用英语”这一职业英语教育大方向的改革实践中迈出的新的可喜的一步。尽管会有这样那样的不足,但其认真探索职业英语教育的努力是值得充分肯定的。我相信,《世纪商务英语》一定会受到大家的爱护和欢迎。

孔庆炎

2007年1月

前言

《世纪商务英语——外贸函电》是高职高专商务英语类课程规划教材,是新世纪高职高专教材编委会组编的商务英语类课程规划教材之一。本书旨在通过大量的技能训练把基础英语技能和外贸英语知识有机地结合起来,使学生通过学习本教材,具备撰写国际商务英语函电的能力,从而使本书成为一本内容和形式都更贴近教学、更利于教学的展开和学生的有效学习的商务英语函电教材。

“外贸英语函电”是涉外经贸类专业的专业技能课程,在专业知识介绍的基础上偏重实际操作技能的训练,理论教学比重小。“外贸英语函电”课程的教学实践除遵循一般教学规律之外,还必须服从于特定的商务需求。所以,它既有别于一般的商务课程,又有别于一般的英语教学,具有强烈的专业性和实用性。

本书着眼于商务知识和英语应用能力的“融合”,不过分追求和强调内容的理论性和系统性,更多地体现“简单”、“实用”的特色,力求切合高职“商务英语”、“国际商务”等涉外专业课程学时少、学生基础较本科学生薄弱的实际,恰到好处地控制业务知识介绍和专业技能训练二者间的比例。

全书以进出口贸易的具体程序为主线,分为12个单元,除第1单元外,其余各单元由5部分组成。包括:

1. **基本知识点(Basic Knowledge Concerned)** 这一部分主要是简单介绍一些与单元内容相关的基本商务知识、函电写作要求、内容要点等,以帮助学生了解该单元的理论背景。点到即止,不做深究。

2. **信函写作指南(Letter-writing Guide)** 这一部分以表格的形式清晰直观地介绍商品进出口各环节中函电书写的内容、形式和步骤,让学生对本章节的核心内容一览无余。这一部分是撰写函电的基本材料学习,体现了归纳性、典型性和实用性的特点。

3. **其他常用表达和句子(Other Commonly Used Expressions and Sentences)** 这一部分是第二部分的补充,主要列举那些不太适合列在第二部分,但是在各贸易环节中又常用、应该或者必须包含的表达和典型句子。这一部分的编写目的是扩充学生的知识面,让学生接触更多的书面表达方式,以增强学生的信函阅读能力,并且在信函写作实践中可以有更多的选择。

4. **信例学习(Sample Letters)** 这是单元的主要部分。使学生通过能直观反映前三部分内容的四到五封或两到三组信例的学习,进一步加深对前三部分内容的感性认识,从而实现知识点的巩固和消化,为下一步的知识运用做好准备。信例的选材真实、时尚、实用、适度,并且充分考虑了高职学生的接受程度。

5. **实际操练(Practical Training)** 这部分在每单元中占较大的比重,是学生对本单元知识的运用,也是对本单元知识掌握程度的一种考核。练习分三个层次,体现形式新颖、归纳性强、实用性突出、现实指导意义大、适用面广的特点,使练习能实现运用单元知识的目的,同时也可以适应不同层次的教学要求和学习目的。具体形式如下:

(1) **初级操练(Beginning Training)** 这一部分目的是让学生先复习一下本单元

学过的内容。再用英译汉和介词填空这两种相对容易的形式让学生轻松地步入操练环节。学生层次较高的院校可以自行跳过这一部分。

(2) 中级操练(Intermediate Training)这是一个相对综合的提高练习。这一部分采用汉译英和完型填空的形式,增加练习的难度,让学生感到一种挑战的气氛,激发学生的学习潜力。练习的设计不仅能考核学生的语言知识,还能考核学生的商务知识,而且考核的内容与单元的知识点吻合。

(3) 高级操练(Advanced Training)这部分操练是任务型的练习,具有很大的挑战性,是单元知识最高层次的综合性运用。学生须对单元内容有很好的掌握方能独自出色地完成。学生层次较低的院校可以选择性地使用或自行对练习难度进行修改。

本书体例简单,但直观、实用、重点突出、操作性强。主要针对高职高专商务英语和其他涉外经贸专业的学生,也可以作为其他层次涉外经贸专业的外经贸英语教材。同时,对正在从事或即将从事涉外经贸活动和贸易洽谈工作的广大外贸工作者来说,本书还可作为自学参考资料。

《世纪商务英语——外贸函电》由吴思乐、胡秋华任主编,高文峻任副主编。

本书在编写过程中参考了大量的有关书籍和资料,也得到很多朋友的帮助。美国朋友 Ardis Erickson 女士、Marie Campbell 女士对本书的写作给予了很大的支持,尤其是 Ardis Erickson 女士,她对书稿的结构和内容都给予了很多建设性的意见,并对书稿进行了非常细致认真的审阅。她现年 64 岁,曾到过 60 个国家,从事教学工作 20 多年,可谓阅历丰富,见多识广。本书的顺利面世,她起到了很重要的作用。

教材中难免存在纰漏之处,敬请各相关高职高专院校和读者在使用本教材的过程中给予指正,并将改进意见及时反馈给我们,以便下次修订时完善。

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2007年12月于美国华盛顿州

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Unit 1

Fundamentals of Modern Business Letter Writing

现代商务函电写作的基本知识

Part One

The Basic Requirements of Business Letter Writing

The purposes of communication are to obtain complete understanding between the parties involved, and elicit the responses required. Generally speaking, the functions of a business letter are to ask for or to convey business information, to make or to accept an offer, to deal with matters concerning various businesses. Business letter writing does not differ from any other form of creative writing. Good English is one of the important bases of good business letters. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. Usually, there are certain essential requirements for a good business letter, which can be summed up in the Seven Cs, i.e. Completeness, Concreteness, Clearness/Clarity, Conciseness, Courtesy, Consideration, Correctness. These Cs often go hand-in-hand.

1. Completeness(完整)

A business communication should include all the necessary information. It is essential to check the message carefully before it is sent out to see that all the matters are discussed, and all the questions are answered. Business letters should avoid incompleteness.

2. Concreteness(具体)

Concreteness means making the message specific, definite and vivid. Business letters should avoid being too general. In general letters, everything seems to be mentioned but actually few are fully expounded. You should use specific facts and figures, vivid and image-building words.

3. Clearness/Clarity(清楚)

Make sure that your letter is so clear that it cannot be misunderstood. A point that is ambiguous in a letter will cause trouble to both sides, and further exchange of letters for explanation will become inevitable, thus time will be lost. You must try to express yourself clearly. To achieve this, you should keep in mind the purpose of your letter and use appropriate words in correct sentence structure to fully convey your meaning. When you are sure about what you want to say, say it in plain, simple words. Short, familiar, conversational and straight-forward English is what is needed for business letters.

4. Conciseness (简洁, 简明)

Conciseness is often considered to be the most important writing principle. It means saying things in the fewest possible words. To achieve this, try to avoid wordiness or redundancy. Clearness and Conciseness often go hand-in-hand and the elimination of wordy business jargon can help to make a letter clearer and at the same time more concise. A concise letter is not necessarily a short one. Sometimes a letter dealing perhaps with a multiplicity of matters cannot avoid being long. Generally speaking, you will gain in clearness and conciseness by writing short sentences rather than long ones. A letter can be made clearer, easier to read and more attractive to look at by writing short sentences and careful paragraphing. One paragraph for one point is a good rule.

5. Courtesy (礼貌)

Courtesy is not mere politeness. It is like a favorable introduction card. The courteous writer should be sincere and tactful, thoughtful and appreciative. You need to prepare every message with the readers in mind and try to put yourself into their places. If conciseness conflicts with courtesy, make a little sacrifice of conciseness. Promptness is one of the most important things in being courteous. Punctuality will please your customer who dislikes waiting a long time for a reply.

6. Consideration (体谅)

Before you go on to the detailed structure of the business letter there is one general principle, on which the native English writers lay great emphasis, that is, the "you" attitude. "You-attitude" is not so simple as only to use "you" instead of "I" or "we". In your letters you should always keep in mind the persons you are writing to, try to see things from their points of view, visualize them in their surroundings, see their problems and difficulties and express your ideas in terms of their experience. "You-attitude" can help to avoid an awkward situation, and promote cooperation between the trade parties.

7. Correctness (正确)

Business letters must be correct, otherwise they may be misunderstood and run the risk of reaching nowhere or going astray. Correctness means appropriate and grammatically correct language (without spelling or typographical errors) and factual information that is accurate with reliable figures such as names of articles, specifications, quantity, price and units.

Part Two

The Basic Parts of Business Letters

A business letter basically consists of the following 13 parts.

1. Letterhead(信头)

As the first and most obvious part of a business letter, the letterhead expresses a company's personality. It helps to form one's impression of the writer's firm. Styles vary considerably, but they all give similar information and include the essential particulars about the writer—name, address, zip-code, telephone number, telegram/telex/fax number and e-mail address of the company. It is usually designed and printed in the center or on the left margin at the top of the page.

2. Reference Number(参考号/发文编号)

The reference number is generally used as a useful indication for filing and consulting for both sides, so it must be easily seen. It may include a file number, a contract number, an L/C number or the initials of the signer and the typist's initials. If you find the reference number in the incoming letter you need to take the form as "your ref." and "our ref." in your reply. The position of the reference number is often one or two lines below the letterhead.

3. Date(日期)

Every letter should be dated. Never send out a letter without a date. If you are giving information, such as shipping or delivery or appointment dates, it is vital that the date should be correct. The position of the date is often one or two lines below the reference number or letterhead(if there is no reference number). It can be put either on the left or the right margin, depending on the style you decide to use.

Remember to always type the date in full. It is unwise to abbreviate the name of the month or show the date in figures like 8/9/2007 or 9/8/2007 as this may cause some confusions. This is because the British and American forms differ and do not read the day and the month in the same order. e.g.

September 8, 2007 — American form

8th September, 2007 — British form

4. Inside Name and Address(信内地址)

It consists of the name and address of the receiver. It appears exactly the same way as on the envelope. Inside name and address are always put at the left margin at least two lines below the date. When the receiver is a company, type the name of the company directly. When the appropriate head of department is known, address the letter to them by their official title. e.g.

The Sales Manager
The Space Engineering Co., Ltd.
830 W. Lauridsen Boulevard
Port Angeles, WA 98363
USA

When the company is named after one or more persons, e.g. James, Smith Co.; Brown & White Bros., etc., the word "Messrs", the plural of "Mr." and the abbr. of "Messieurs", has to be used. e.g.

Messrs. Harrison & Co.
32, Duke Street
London N. W. 4
England

If the receiver is an individual in the company, the person's name should be preceded by the courtesy title, i.e. "Mr.", "Mrs.", "Miss" or "Ms.". If you are not sure whether or not the woman to whom you are writing is married, use "Ms.". This title is now perfectly acceptable, especially in view of the fact that many career women prefer it. e.g.

Ms. Sarah Davis
Sales Manager
369 Lincoln Street
Seattle, WA 98362
USA

If the letter is addressed to the company but directed to the attention of an individual, take the form of "ATTN". e.g.

Messrs. Richard Thomas & Baldwins Ltd.,
150 Gower Street
London W. 1.
England
Attn: Mr. John Smith, Sales Manager
(由销售经理约翰·史密斯先生亲阅)

(ATTN=Attention= for the attention of)

5. The Salutation(称呼)

The salutation is the polite greeting with which a letter begins. It should be placed two lines below the inside address. There are many forms of salutation in a business letter. The particular form used depends upon the writer's relationship with the receiver. To some extent, the salutation settles the form of the complimentary close. The customary greeting in a business letter is "Dear Mr./Mrs./Ms./Miss...(姓)" or "Dear...(名)". "Dear Sirs" or "Gentlemen" is used when the letter is not addressed to a specific person. Note that "Gentlemen" is seldom used nowadays and "Sirs" cannot be used alone. Quite often now companies are owned and/or managed by women, and it is more and more customary to use the greeting "Dear Madam or Sir", if the writer is not sure whether the letter will be read by a man or a woman. Whatever its form is, the salutation always appears on a line by itself and is followed by a comma or a colon.

6. The Subject Line(事由标题)

The subject line is often inserted between the salutation and the body of the letter, either beginning at the left margin or the centre, depending on which style you are using. The subject line helps to invite attention to the topic of the letter. It is especially useful if two companies have a lot of correspondence with each other on a variety of subjects, as it immediately tells what the letter is about. It is also useful as a guide for filing. It can begin with or without "Re:" or "Subject:". Sometimes, you can see the subject line is underlined. No matter what the form is, it should always denote what the letter is about. e.g.

Re: Sewing Machines

Subject: Sewing Machines

Sewing Machines

7. The Body of the Letter(正文)

This part contains the actual message of the letter. It should begin two lines below the subject line or two lines below the salutation if there is no subject line. Usually, it is divided into three parts: opening, actual message and closing. The body of the letter should be carefully planned and paragraphed. The opening is to give the reason of writing and often refer to previous correspondence. The actual message is to specify the writer's concrete purposes, requirements and wishes. The closing is to express thanks and anticipations for future actions or plans. Sometimes the closing may be used to sum up the message and to suggest the writer's requirements to the receiver.

8. The Complimentary Close(结尾敬语/套语)

The complimentary close is merely a polite way of bringing a letter to a close. It is usually placed two or four lines below the last line of the body of the letter. There are many different complimentary closes that show respect, but it should match the salutation. The most common sets of salutation and complimentary close are as follows:

Salutation	Complimentary Close	Comment
Dear Sir(s), Dear Madam, Dear Mesdames, Dear Sir or Madam:	Yours faithfully, Faithfully yours,	Formal—It is very commonly used in Britain, but seldom used in America and Canada.
Dear Sir(s), Dear Madam, Dear Mesdames, Dear Sir or Madam:	1. Yours truly, Truly yours,	Formal—It was once an OK and common usage in America and Canada. But not very common in modern business letters.
	2. Sincerely yours, Yours sincerely, Sincerely,	It was once informal—usually used between persons known to each other. But nowadays, it is more and more commonly used in business letters even between persons unknown to each other in modern America and Canada.
Dear Mr. ...(姓), Dear Ms. ...(姓),	Sincerely yours, Yours sincerely, Sincerely,	It is more and more commonly used in business letters even between persons unknown to each other in modern America and Canada.
Dear ...(名),	(With) Best wishes, (With) Best regards,	Informal—used between close friends.

9. The Signature(落款)

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. All letters must be signed and a letter should be signed by hand, and in ink. Unsigned letters have no authority and a letter “signed” with a rubber stamp is a form of discourtesy. The place of the signature will depend on the layout of the letter but is always under the complimentary close. Usually, the name of the signer is typed below the signature because many handwritten signatures are illegible, and then followed by his or her job title or position. If the writer represents a certain