

21世纪商务英语系列教材

商务英语信函写作



Business Letter Writing

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北京大学出版社
PEKING UNIVERSITY PRESS

商务英语

信函写作

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北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目(CIP)数据

商务英语信函写作/王元歌主编. —北京:北京大学出版社,2007.9

(21世纪商务英语系列教材)

ISBN 978-7-301-12754-4

I. 商… II. 王… III. 商务—英语—书信—写作—教材 IV. H315

中国版本图书馆 CIP 数据核字(2007)第 147035 号

书 名: 商务英语信函写作

著作责任者: 王元歌 主编

责任编辑: 张建民

标准书号: ISBN 978-7-301-12754-4/H·1842

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> 电子信箱: zpup@pup.pku.edu.cn

电 话: 邮购部 62752015 发行部 62750672 编辑部 62755217 出版部 62754962

印 刷 者: 北京恒信邦和彩色印刷有限公司

经 销 者: 新华书店

787 毫米×1092 毫米 16 开本 19.75 印张 378 千字

2007 年 9 月第 1 版 2007 年 9 月第 1 次印刷

定 价: 32.00 元

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前言

中国经济的快速发展使英语在商务上的应用越来越普遍，逐渐渗透到了人们经济生活的各个方面。商务英语写作能力已经成为每个从事国际商务工作人员成功的关键要素之一。写出地道、纯正和规范的商务英语信函，准确地表达商务意图和决策，能够加强与商务伙伴之间的业务往来和了解，增加交易达成的机会。

要提高商务英语写作水平，除了应该具备一定的英语基础知识之外，还必须进行大量的阅读和写作实践训练。为此，我们结合商务工作实际，将商务工作过程中最常见、最实用的写作内容融为一体，编写了这本《商务英语信函写作》。本教材注重全面提高学生运用英语来完成商务交际的能力，其主要特点是既有理论又有实例，吸收了英美国家近年来商务写作的新思想，摒弃了大量陈腐过时的词句，强调了通俗易懂、简明完整、清晰准确的写作风格和原则。

《商务英语信函写作》共分十个章节，第一、二章介绍贸易信函的写作，其余八章分别介绍商务便函、通知函、邀请函与感谢信、简历、申请函、推荐信、商务报告和商务合同的写作。本教材各章节的编写基本上可分为五个部分，第一部分首先对信函的格式和结构进行阐述，让学习者了解各信函规范的写作格式以及构成各种信函的组成部分；第二部分列出大量的样例，供学生阅读，并且对每封样例的内容和结构进行分析，便于学生理解和运用样例，并学会分辨好的信函写作应具有的特点；第三部分对信函的写作特点进行总结，分析各种信函写作不同的语言特点，并且提供了在信函写作过程中可以运用的写作技巧和原则；第四部分是常用表达方式，对信函写作中经常运用的句型进行了总结，增强学生对这些句型的感性认识，便于学生将这些句型与课文中所提供的样例结合起来，从而掌握各种信函写作的特点；第五部分是练习部分，提供了大量的句子练习与翻译、信函写作与翻译以及情景写作。

每个章节的这五部分内容既为学生讲述了信函写作的理论知识和写作技巧，又为学生提供了大量的阅读材料和实践训练，相信学生通过系统地学习以上内容一定能够

掌握商务英语信函写作的特点，熟练地用英语写出地道的商务信函。

《商务英语信函写作》可供高等院校国际贸易、国际金融、国际经济法、国际旅游、国际政治、英语等专业以及其他相关专业的高年级学生使用，可供辅修经济、贸易、管理、金融等专业的学生使用，也可用作高年级学生商务英语选修课的教材，同时也可作为国际经贸工作者进一步进修国际商务英语的教材或读物。

本教材由王元歌主编，各章节的编者如下：第一章由孟梅艳编写；第二章由刘贵珍编写；第三章由刘辉编写；第四、八章由冯蕾编写；第五章由李炳慧编写；第六章由张琼编写；第七章由李伟娜编写；第九章由王元歌编写；第十章由东北财经大学章爱民编写。

本教材由北京第二外国语学院“人才强教”项目资助编写，在编写过程中得到了主审修月祯教授的支持和指导，并经过修月祯教授的审阅，在此深表谢意。

由于编者水平有限，书中不妥之处在所难免，恳请专业人士和各位读者提出宝贵意见，以便改进。

编 者

2007 年 5 月

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Trade Correspondence

(一) (贸易信函)

贸易信函是贸易活动中必不可少的环节,是公司、厂商和企业单位与客户取得联系、建立业务关系、达成交易并保持业务往来的一种书面交际方式。贸易信函涉及的内容十分广泛,覆盖贸易流程的方方面面。根据一般的商务惯例,贸易双方需先建立业务关系,然后才开展贸易往来。询盘、报盘、还盘、接受及确认贸易价格与条款是进出口业务写作的基础,交货、催款、付款、索赔和理赔等也是贸易信函的主要内容。

贸易信函在文体上非常正式,有一定的写作格式和语言规范。因此,写好贸易信函,不仅要熟悉贸易流程,也要对信函的结构及语言特点有所了解,才能保证有效的沟通。

Section 1

The Format and Structure of Trade Correspondence (贸易信函的格式与结构)

一、The Format of Trade Correspondence (贸易信函的格式)

贸易信函常用的格式有 Blocked Style (平头式)、Indented Style (缩行式)和 Semi-blocked Style (混合式)三种。

1. Blocked Style(平头式)

信函的各部分,包括日期、封内地址、事由和结尾礼词,每行开头都与左边空白边缘看齐。

2. Indented Style (缩行式)

又称英国式,封内地址以及需要分行之处的后一行,都比前一行缩进二或三格;信的正文,每一段的开始都缩进若干格。

3. Semi-blocked Style (混合式)

这是一种普遍的格式,封内地址和称呼采用平头式(从左边的空白边缘打起),正文部分采用缩行式,日期、客套语和签名从靠近信纸的中央部分开始,因为是平头式和混合式的混合,所以称为混合式。

二、The Structure of Trade Correspondence (贸易信函的结构)

标准的贸易书信由六个主要部分组成:

Letterhead and Date (信头与日期)

Inside Address (封内地址)

Salutation (称呼)

Body (信的正文)

Complimentary Close (客套语)

Signature (签名)

1. Letterhead and Date (信头与日期)

信头用来表明一家公司的名称、地址,有时还包括电话号码、电报挂号、传真号码以

及经营业务等。如果没有印刷好的信头,通常在右上角打印完整的地址。

日期的写法,不要都用数字,以免引起误解。例如“12 06 2006”,在英国指的是“2006年6月12日”,而在美国则是“2006年12月6日”,最好写成“June 12, 2006”或“Dec. 6, 2006”。需要注意的是,月份使用大写字母开头,具体日期不必加表示序数的词尾th、rd、nd或者st。

2. Inside Address (封内地址)

封内地址包括收信人的姓名或公司名称。封内地址位于信纸的左上角,距信头日期以下至少两行。

3. Salutation (称呼)

称呼位于封内地址下面两行处,与左边页码排齐。称呼一般都要大写。名字熟悉的,可称呼“Dear Bill,”或“Dear Mr. White,”不知道个人名字的,通常用“Dear Sir,”或“Dear Madam,”。

4. Body (信的正文)

信的正文是贸易书信最重要的部分,因为它传递中心信息。写正文之前,首先要明确三个问题:写信的目的是什么?希望达到什么效果?最好的方法是什么?通常段落之间要空行。

5. Complimentary Close (客套语)

客套语在正文最后一段下两行处,除平头式的客套语从左手页边写起外,都从信纸正中或略向右面写起。客套语的第一个词大写,其余不大写,比如“Yours faithfully,”、“Sincerely yours,”。

6. Signature (签名)

签名要用墨水笔清楚地写在客套语的下面,签名后不加标点。如果签名人是代表公司或负责人签名,不是以个人名义签名,则需在公司前加上“For”或“Per pro”字样。亲笔签名的书信才能引起对方的重视。

除了上述的主要组成部分外,一封贸易书信还可根据实际需要,增加编号(Reference)或事由(Subject)等部分。

7. Reference (编号)

将信件加以编号,可以将其与之前的信件联系起来,同时确保回信及时地送达正确的收信人。编号通常放置日期的下方,也有时位于封内地址上方。如:

Our Ref.: (我方编号)

Your Ref.: (你方编号)

8. Subject (事由)

事由用以点明书信的话题,让读者一目了然。一般置于称呼下方信纸的中央,如果使用平头式,则与左边的页边排齐。事由字样后用冒号,关键词的首字母大写,下方可画底线。如:

Subject: Adjustment for Package

Section 2

Sample Letters (贸易信函样例)

贸易信函的作用,主要是索取或传递信息、处理商务交流中的有关事宜或是联络沟通感情。贸易信函内容庞杂,根据目的的不同,可分为:商洽函、询问函、答复函、请求函、告知函、联系函等。从具体使用功能来讲,又可分为:介绍函、推销函、订货函、感谢函、致歉函、投诉函等。

本章按照贸易的流程,介绍贸易活动中有关建立业务关系、询盘、报盘、还盘、拒盘、订货、接受、签约、包装、交货等环节的贸易信函的写作。为了突出正文内容,节省篇幅,本章样例只包括称呼、正文、客套语三个部分,格式均采用平头式。

Sample 1 Establishing Business Relationship (建立业务关系)

Dear Sir,

We have been told by Mr. John Smith, the importing manager of ABC Company, that your corporation specializes in the export of various light industrial products, and that you are keen to extend your overseas trade. We are, therefore, contacting you with a view to introducing some of your products into our market.

We have been in the import and export business for over twenty years and have extensive contacts throughout Southern China. It appears that demand for light industrial products is now increasing and we believe that there is a possibility that your corporation could do considerable business in this area.

At the moment, we are particularly interested in bicycles, and we would appreciate it very much if you could send us your latest catalogues for these items, as well as price lists for the various lines and your terms and conditions of sales.

Yours sincerely,

Brief Analysis (简要分析)

贸易双方在交易前必须先建立业务关系。建立业务关系可以通过中间人介绍,比如商会、银行、对双方都熟悉的公司或个人、驻外商务参赞等。在获取信息后,买方或卖方都可以给对方去信,告知拟购或拟销对方的商品,并要求对方复信。在书信中,买方应清楚地写明所希望了解的商品,并请对方报盘。

该样函是典型的谋求与对方建立业务关系的信函。首先告知得到对方信息的来源,而后介绍自身情况及建立业务关系的可行性,最后请求对方告知具体商品的信息。每部分内容自成一段,层次清楚,一目了然。

Sample 2 Enquiry (询盘)

Dear Sirs,

Subject: Ladies' and Children's Shoes

We have heard from the Singapore Trade Commissioner that you manufacture shoes for export to Europe and the United States. We would therefore be grateful if you could send us details of the ladies' and children's shoes in leather and P.V.C. that you are able to supply together with your current price list.

We are wholesale distributors of shoes in the United Kingdom and have a large number of retail outlets throughout the country. It is therefore very likely that if your products are up to standard, there will be a very considerable demand for them here and that we will therefore be able to place substantial orders with you. We would like to point out, however, that as there is already a wide range of "budget-priced" shoes from Eastern Europe and Hong Kong in this country, it is essential that you quote competitive prices.

We also hope that you will be able to allow discount facilities on substantial orders and, therefore, would be grateful if you could let us know what special terms you can allow for orders of over three thousand pairs.

Please also bear in mind that as prices are far from constant here, it will be important that you are able to deliver consignments soon after receiving the relevant orders. Please also let us know how long you normally take to ship consignments.

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

Yours faithfully,

Brief Analysis (简要分析)

询盘是要求卖方提供价格、贸易条款等有关情况的信函。一般买方向卖方发出询盘信,要求对方对他拟购的商品进行报价,或者提供商品的有关情况。一般老客户的询盘比较简单,有时只提及商品的名称或规格说明。新客户的询盘内容则比较详细。

询盘信件不需过多的客套话,内容要简明、具体。如果要求对方提供商品的一般情况,可要求对方寄商品目录、样品、商品图片和价目表,以供自己参考和选择,然后再具体询盘。

该样函明确指出询盘的具体对象(皮制或聚氯乙烯制的女鞋和童鞋)及大致数目(3000双以上),并给出充分理由要求对方报出适当的价格(供货充足),及时发货(价格不稳定)。语言明确有力,却不失礼貌。

Sample 3 Offer and Response (报盘与回复)

Dear Ms. Xie,

We thank you for your enquiry of November 10th for mountain bicycles of Great Earth Brand.

We are exporting bicycles of various brands among which Five Rams Brand and Great Earth Brand are the most famous ones. They are in great demand abroad and our stocks are running down quickly. They are popular not only for their light weight, but also for the reasonable prices.

Based on your requirement, we are quoting as follows:

Great Earth Bicycles:

20" Men's Style	at US\$ 28.00 per set
20" Women's Style	at US\$ 30.00 per set
26" Men's Style	at US\$ 30.00 per set
26" Women's Style	at US\$ 32.00 per set

Payment terms: by L/C at sight to be opened through a bank to be approved by the sellers.

Shipment: January/February, 2005, provided the covering L/C reaches the sellers by the end of September 2004.

The above prices are understood to be on CIF London basis. Please note that we do not allow any commission on our bicycles, but a discount of 5% may be allowed if the quantity for each specification is more than 1,000 sets.

The above quotation is made without engagement and is subject to our final confirmation.

Meanwhile, we would like to take this opportunity of introducing to you our Five Rams Brand bicycles which enjoy the same popularity as Great Earth. Enclosed please find a copy of our illustrative catalogue which will give you all the details. We hope you will find them interesting and let us have your orders.

We look forward to your early reply.

Yours faithfully,

Brief Analysis (简要分析)

报盘是贸易流程中最重要的步骤。报盘分两种：具有一定期限的实盘和不受约束的虚盘。对于虚盘，买方在接受后必须经卖方的确认方为有效，这一点须在报盘时说明，以免日后发生纠纷。实盘则须说明接受的期限，否则应说明是不受约束的虚盘。对于较多产品的报盘，一般可采用列表的形式，这样可以清楚地说明货物的名称、品质、规格、数量、价格、包装方式等，不易混淆。

报盘的语言应有针对性，简单清楚，防止在回复对方的询盘时答非所问。首先应感谢对方对产品的兴趣，然后可以直奔主题，就客户提出的询盘进行解答和解释，如果对方有忽略的内容，也可以作适当的补充。

该样函在对对方询盘表示感谢后，列表分别提供不同型号产品的单价、支付条件、装运条件、价格优惠条件，层次清楚明了；接着说明该报盘为虚盘，避免纠纷的发生；信函最后又向对方提供同类其他产品的信息，衔接自然。

Sample 4 Counteroffer (还盘)

Dear Mr. Wang,

Thank you for your offer of June 25 for "M.M." brand raincoats.

To be frank, we like your raincoats, but your prices appear to be on the high side as compared with those of other makers. It is understood that to accept the prices you quoted would leave us little or no margin of profit on our sales. As you know, Thailand is not a rich country, and its principal demand is for articles in the medium price range. Besides, payment by L/C would increase our cost, so we propose an easier payment.

We appreciate your prompt response to our enquiry and would like to take this opportunity to conclude some transactions with you. We would, therefore, suggest that you make

some allowance, say 10% on your quoted prices and payment by half cash and half L/C so as to enable us to introduce your products to our customers. If, however, you cannot do so, we shall have no alternative but to leave the business as it is.

We hope you will consider our counteroffer favorably and let us have your acceptance by E-mail.

Yours sincerely,

Brief Analysis (简要分析)

还盘是收盘人对报盘内容不完全同意而提出修改或变更的表示。还盘既是收盘人对报盘的拒绝,也是收盘人以报盘人的地位提出新的报盘。涉及还盘的内容有:价格、贸易术语(如交货方式是 FOB 还是 CIF)、包装、佣金、支付方式(如用 L/C 还是 T/T 等)、数量、规格等。一方的报盘经对方还盘后即失去效力,除非得到原报盘人的同意,收盘人不得在还盘后反悔,再接受原报盘。还盘需要提出理由和依据,比如:和同类厂家的同类产品相比价格偏高,或是由于自己有固定的保险商而不需要对方购买保险等。

该样函在感谢对方报盘后,明确指出对对方报盘的不满意之处,并陈述理由:价格偏高(当地消费水平低,价格高无利可图),付款方式不当(信用证付款增加成本);而后提出自己的还盘意见(降价 10%,付款一半用现金,一半用信用证)。逻辑清楚,理由充分,信息明确。

Sample 5 Refusal (拒盘)

Dear Sirs,

We thank you very much for the order contained in your letter of May 8.

After carefully considering it, however, we have decided that it would be better for you to approach another manufacturer in this instance. To produce to the limits required in your specification would require the setting up of special equipments at our works, and this would seriously interrupt our normal production.

We are really sorry not to be more helpful, but hope that you will understand our position. As soon as we are in a position to supply this line, we'll get in touch with you again.

Yours sincerely,

Brief Analysis (简要分析)

拒盘是对对方发盘的拒绝,是买卖双方贸易磋商的终止。拒盘一般也要给出理由,比如对方商品价格太高,导致买方利润过低;卖方产品品质、规格不符合买方的要求;卖方产品供不应求,存货不足等。拒绝信要写得礼貌,并留有余地,首先感谢对方的帮助,希望以后有机会合作。

该样函是对对方订单的拒绝。首先对对方表示感谢,接着给出不得已拒绝的理由(现行设备无法满足订购产品的生产要求),最后致歉并希望日后合作。语言简练,拒绝委婉,条理清楚。

Sample 6 Order (订购)

Dear Sirs,

Thank you very much for your letter of September 6 together with patterns and price lists.

We have chosen four qualities for which we enclose Order No. 465. The goods are urgently required, so prompt delivery will be most appreciated.

Order No. 465

Messrs. Johnson & Kemp Ltd,

78 Madison Street

London, England

Please supply the following goods:

Quantity	Article	Price	Delivery
800 doz.	510	£ 2 per doz.	December
500 doz.	512	£ 4 per doz.	do
300 doz.	514	£ 6 per doz.	do
200 doz.	516	£ 7 per doz.	do

Packing: Each dozen to be packed in a tin-lined carton, with 10 dozen cartons in a wooden case.

Insurance: W.A. for 10% over the invoice amount.

Marks: As usual with our previous orders.

Payment terms: Draft at sight under an irrevocable L/C.