

NEW
BUSINESS
ENGLISH
CORRESPONDENCE

新编



商务英语信函

主编 刘华东 李东亮



大连理工大学出版社
DALIAN UNIVERSITY OF TECHNOLOGY PRESS

NEW
BUSINESS
ENGLISH
CORRESPONDENCE

新编



商务英语信函

主编 刘华东 李东亮
编者 彭娟 何卫平 廖丽蓉
林晓峰 晏莉



大连理工大学出版社
DALIAN UNIVERSITY OF TECHNOLOGY PRESS

图书在版编目(CIP)数据

新编商务英语信函/刘华东,李东亮主编. —大连:大连理工大学出版社,2008.3

ISBN 978-7-5611-3945-5

I. 新… II. ①刘… ②李… III. 商务—英语—信函—写作 IV. H315

中国版本图书馆 CIP 数据核字(2008)第 034713 号

大连理工大学出版社出版

地址:大连市软件园路 80 号 邮政编码:116023

发行:0411-84708842 邮购:0411-84703636 传真 0411-84701466

E-mail: dulp@dulp.cn URL: <http://www.dulp.cn>

大连理工印刷有限公司印刷 大连理工大学出版社发行

幅面尺寸:140mm × 203mm 印张:8 字数:181 千字

印数:1 ~ 3000

2008 年 3 月第 1 版

2008 年 3 月第 1 次印刷

责任编辑:林 君

责任校对:李鹏辉

封面设计:宋 蕾

ISBN 978-7-5611-3945-5

定 价:18.00 元

随着网络的普及和世界经济的全球化,商务英语教学与复合型人才培 养之间存在着这样一种辩证关系,即时代和社会对复合型人才 的迫切需求,进而对商务英语教学改革也提出了越来越高的要求;同时商务英语教学改革制约着复合型人才培 养的质量和水平。因此,商务英语教学与复合型人才 的培养是相互依存、相互促进的良性循环关系。在教学活动中,教师、教学组织以及教材是基本要素。教材是教学的载体,是学生学习的主要材料,是他们获取知识的主要来源。一本好的教材也可以供社会上与本专业有关的其他学科领域的教师、学生和工作人员学习、参考,使相当多的人受益。它的传播不受时间、空间的限制,可以在很大的范围和相当长的时期内流传。改革是教学的主题,也是教材的主题,随着时代的变化,教材也需要不断丰富和完善。顺应这一趋势,我们组织了商务英语教研室成员与外籍资深教师完美合作,精心编撰了这本《新编商务英语信函》(New Business English Correspondence)。

本书主要特色如下:

1. **实用性强:**书中每一选题都来自经济和商务活动,使读者通过学习对整个商务活动各个层面全方位掌握。
2. **可操作性:**整套图书确立一个容易理解、进入的起点,通过相关背景知识、相关文章的介绍,让读者进入商务信函实践操作,并在实践中获得提升。
3. **灵活性:**表现在学习时间、学习内容、学习顺序以及学习方

法都可以灵活安排。

4. 使用面的广泛性:这本教材适用于全日制英语、经济和商务专业以及全日制非英语、经济和商务专业的大学生、成人提高班、职业培训班的学生,也适用于英语、经济、商务、涉外专业的中专学生及商务英语自学者的使用。

5. 内容的丰富性:该教材涉及外贸领域的各个环节,包罗语言、文化、经济、社会等方面的知识。

6. 前瞻性:不仅注意吸收过去外贸信函教材的优点,充分尊重历史和现状,而且有独创性,考虑长远,高屋建瓴,开拓未来。

7. 针对性:本书针对国内学习者及外贸活动的特点和需要,增加了相应的内容和语言方面的注释和练习。

在本书的编撰过程中,承蒙多位同行朋友出谋献策(名单不作详列)及专家学者鼎力相助,特衷心感谢。Catherine Quinlan(加拿大籍外教), Metter Bagge(挪威籍外教)和 Johnbruce Kemedie(美国籍外教)为本书的审校及编辑工作提供了宝贵的协作,使得本书的编译工作得以顺利的开展。同时,感谢给予我们大力协助的出版社有关人员。

编 者

2008年3月

目 录

Contents

Unit One	Introduction 绪论	1
Unit Two	Establishment of Business Relations 商业关系的建立	11
Unit Three	Price 价格	26
Unit Four	Insurance 保险	40
Unit Five	Payment 支付	54
Unit Six	Shipment 运输	77
Unit Seven	Agency 代理	93
Unit Eight	Arbitration and Claim 仲裁与索赔	105
Unit Nine	Assembling and Processing 装配与加工	122
Unit Ten	Other Correspondences 其他信函	151
Key to Exercises	练习题答案	193
Appendix 1	Samples of Certificates 单证样本	224

Appendix 2	The Common Words of the Customs 报关常用英语	233
Appendix 3	Conceptions of Common Documents 常用票据概念	235
Appendix 4	Terms Used in Making Complaints 索赔用语	237
Appendix 5	Abbreviations in International Trade 外贸常见缩略词	239
Appendix 6	Graph of commodities Degree 货物等级表	241
Appendix 7	The Complete Glossary of Insurance Coverage Explanations 保险术语大全	245

Unit One

Introduction

绪 论

Because of the popularity of fax-machines and e-mail, business letter writing is experiencing a rebirth. The importance of good communication skills is even more stressed. The objectives of communication are to obtain complete understanding between the parties involved, and elicit the responses required. So the business letter must be clear, concise, and courteous. There are certain essential qualities of business writing, which can be called Seven C's and Three S's. The Seven C's are Clearness, Courtesy, Conciseness, Correctness, Concreteness, Completeness and Consideration and the Three S's can be called Soon, Strategy and Security.

Seven C's:

1. Clearness: The writer must try to express himself clearly so that the reader will understand. To achieve this he should keep in mind the purpose of his letter and use appropriate words in correct sentence structures to convey his meaning.

2. Courtesy: Courtesy is not mere politeness. It will mean a

sincere “You” attitude. The courteous writer should be sincere, tactful and thoughtful.

3. Conciseness: Conciseness means writing and saying something in the fewest possible words. A concise business letter should express things briefly but completely without losing clarity or courtesy.

4. Correctness: In business writing, correctness means appropriate and grammatically correct language, factual information and accurate reliable figures.

5. Concreteness: Try to make the message specific, definite and vivid.

6. Completeness: In business communications, the message should include all the necessary details and information.

7. Consideration: Prepare every message with the reader in mind and try to put oneself in his place. Plan the best way to present the message for the reader to receive. Emphasize the “You” attitude rather than the “I” or “We”.

Three S's:

1. Soon: Giving a reply to the message received in time will help promote business.

2. Strategy: Strategy means opportunity and method of work and it will help fulfill business negotiations and achieve good result.

3. Security: Paying careful attention to all matters you deal with will make business smooth at any time.

Besides these the letter must be neat in appearance and at-

tractive in format.

The following is the form and structure of formal business correspondence:

1. Letterhead (信头): Letterhead is usually printed beforehand and contains all the necessary information about the sender's name, address, postal code, telephone number, fax number, etc. The printed letterhead is usually at the upper center or at the upper left or right.

2. Date (日期): The date should be placed three to six spaces below the letterhead to the right for indented style and to the left for blocked style. It should be typed in full and not abbreviated, and in the order of "day, month and year" or "month, day and year".

3. Inside name and address (信内地址): The name and address of the receiver is typed at the left hand margin two or more lines below the date. It also contains the postal code, the street, the city and the country.

4. Salutation (称呼): A salutation is the polite greeting at the beginning of a letter. It is typed at the left hand margin one line below the inside name and address. The customary formal greeting in a business letter is "Dear Sir (Madam)" or "Dear Sirs (Madams)".

5. Body (正文): The body is the most important part of the letter. It usually begins one or two lines below the salutation. It should be carefully planned and paragraphed with the first paragraph referring to any previous correspondence and the last para-

graph to future actions or plans. The middle paragraph(s) supports the first paragraph and provides more information.

6. Complimentary Close (信尾敬语): The complimentary close ends the letter's message in a polite way. It is in keeping with the salutation and usually placed two lines below the last line of the body, aligned with the left margin or the date line according to different format used in the letter. Carefully select the most appropriate complimentary close to match the character of your communication and the salutation.

7. Signature (签名): A letter should be signed by hand and in ink. Because many hand-written signatures are illegible, the name of the author is usually typed below the signature and followed by his job title or position.

❖ **Format**

There are certain formats, which are widely used in today's business correspondence. They are Blocked Style and Indented Style.

1. Blocked Style.

The outstanding feature of Blocked Style is commencement of all typing lines, including those for the date, the inside address, salutation, and complimentary close, at the left-margin with no indentation in the letter.

Letterhead

Date

Inside address

Salutation

_____ Body _____

Complimentary close

Signature

2. Indented Style

The beginning of each paragraph is indented four to six spaces. Each line of the inside name and address begins at the left-margin. The subject line is centered while the date, the complimentary close and the signature are to the right of center.

Letterhead

Date

Inside address

Salutation

Body

Complimentary close

Signature

3. E-mail Style

Nowadays, with the wide application of web and other electronic means, the ordinary letters are being substituted for the electronic correspondence (or electronic mail, E-mail), fax or any other modern advanced means.

Take E-mail for example, the Three S's and Seven C's still should be stuck by. But there are slight differences in format and content.

We usually use the following form to send E-mail on the Internet web:

To:

Subject:

Attach Files

Type in the letter

Fill in the E-mail address of the receiver in the column To:, the main purpose of your letter in the column Subject:. Then type your letter completely in the bottom white column. You can also add the appendix (that should be the photos or the introductions leaflet of your products) by using the button Attach Files.

Notes

1. clearness *n.* 清楚

clear *adj.* 清楚的

The clearness of the atmosphere 清晰的氛围

The clearness of vision 视觉清楚

2. courtesy *n.* 礼貌

courteous *adj.* 礼貌的

They didn't even have the courtesy to apologize. 他们甚至没有道歉的礼节。

3. *consideration* *n.* 周到

considerate *adj.* 周到的, 体贴的

He showed no consideration for his wife. 他不关心他的妻子。

4. *conciseness* *n.* 简洁

concise *adj.* 简洁的

The attractiveness is the conciseness of the article. 这篇文章的吸引力在于它的简洁。

The conciseness makes the article attractive. 这篇文章的简洁使它具有吸引力。

5. *concreteness* *n.* 具体

concrete *adj.* 具体的

They make a concrete analysis of concrete problems. 他们具体问题具体分析。

They make concrete analysis of specific problems. 他们对特殊问题进行具体分析。

6. *correctness* *n.* 正确

correct *adj.* 正确的

She has no doubt about the correctness of her own estimate. 她对自己的正确估计没有怀疑。

7. *completeness* *n.* 完整

complete *adj.* 完整的

The expert is astonished at the completeness of the antique. 这个专家对这个古董的完整性感到惊奇。

8. *strategy* *n.* 策略

With careful strategy he managed to push the proposal through. 利用谨

慎的策略,他成功实施了他的方案。

9. security *n.* 安全

Two guards look after the security of the property. 两个保安看护着财产的安全。

10. blocked style 齐头式

11. indented style 缩行式

Exercises

I. According to the following information write a business letter with blocked style.

1. William Robertson, the president of Wilson Company, learned of the Nippon International Trading Co. Ltd. in the "International Trade News".
2. The address of Wilson Company: 1377 Main Street, Dallas, Texas, 75226
3. The Nippon International Trading Co. Ltd. is the leading trading company in Japan, handling a wide range of export items.
4. The address of Nippon International Trading Co. Ltd.: 3 Nihonbashi, Honchon 3 Chome
5. Wilson Company is interested in importing a "laptop word processor" of Nippon International Trading Co. Ltd. and wants to put their own brand name "ARROW" on the processor to ensure successful sales in their market, as this brand is very popular among consumers there.