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

NEW
BUSINESS
ENGLISH
CORRESPONDENCE



# 爾分獎語信回

主编 刘华东 李东亮

编者 彭 娟 何卫平 廖丽蓉

林晓峰 晏 莉



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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辨证关系,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:

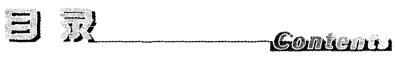
- 1. **实用性强:**书中每一选题都来自经济和商务活动,使读者通过学习对整个商务活动各个层面全方位掌握。
- 2.可操作性:整套图书确立一个容易理解、进入的起点,通过相关背景知识、相关文章的介绍,让读者进入商务信函实践操作,并在实践中获得提升。
  - 3. 灵活性: 表现在学习时间、学习内容、学习顺序以及学习方

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



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## ... 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.
- 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 paragraph.

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

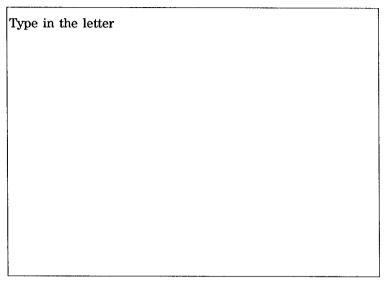
There are certain formats, which are widely used in today's business correspondence. They are Blocked Style and Indented Style.

#### 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 compli-
mentary close and the signature are to the right of center.
Letterhead
Date
Inside address

6 新编商务英语信函
Salutation
Body —————
Complimentary close
Signature
3.E-mail Style
Nowadays, with the wide application of web and other elec-
tronic means, the ordinary letters are being substituted for the elec-
tronic correspondence (or electronic mail, E-mail), fax or any oth-
er 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 Inter-
net web:
To:
Subject:
Attach Files



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

- 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.
  - 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 Nihon-bashi, 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.