



# 与 国际商务信函 合同模板手册

邹海峰 赵 耀 编著  
[美] Manvel Lunes  
舒 强 审校

International Business  
Correspondence  
&  
Form  
Handbook



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## International Business Correspondence & Form Handbook

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# 前言

在中国加入 WTO 的崭新形势下，一切机遇与梦想都在不停地缔造、编织中。面对世界经济局面的全球化，开放的中国将会以一种更加积极的方式参与国际经济合作。随着交流的不断加强，迫使我们培养能够高瞻远瞩、把握全局的国际型复合人才。

商务书信与表格合同作为当今全球商务活动中交流与合作的重要工具，是国际型人才必须掌握的一大技能。用另外一种语言表达一个恰当的意思并非信手拈来之事，只有充分的积累才能驾轻就熟，只有平时多留心才能应用自如。对每一个新手来说，不管是商务书信的写作还是商务表格合同的起草都是一种难熬的经历。为了满足广大国际贸易从业人员的需求，我们编写了《国际商务信函与合同模板手册》，希望它能成为您案头商务写作的终生参考用书。

商战如潮，机遇和风险总是像一对孪生子，以同等的几率摆在人们的面前。一篇规范、贴切的商务书信或表格合同，也许就带来了业务的提高、收益的增加。在本书中我们收集编写了各种商务场合的往来书信以及跨国公司常用表格合同。精心的策划与编写，也使本书成为一本商务写作指南，它能够让您掌握各种商务术语，轻轻松松起草规范、言简意赅的各种商务文书。此外，本书作为商务文书的大全，覆盖了各种类型的商务书信与表格合同。独到的编排使您能够迅速找到适合自己情况的文书，并且可通过快速、简便的填补方式，使它成为完全属于自己的个性化版本，达到现学现用的效果。

本书作为商务写作的参考用书，一书在手，将终生受用。等待没有用，彷徨没有用，机遇永远只青睐那些善于把握机遇的人。我们真诚希望本书能够让您实现一个质的飞跃，自如迅速、高效地应对各种场合的商务写作。

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# 1. Layout of Business Letter

## 商业书信的结构

The first impression that a business letter makes depends on its appearance. Any business letter should be clear, brief and businesslike. It should be written on good paper of the right size and kind, often on white paper of good quality in standard size (usually A4). Don't write confused, overlong or pointed letters and try to be polite, friendly and informal to write concise and purposeful letters.

The typical business letter has three sections: The beginning; The content; The ending.

商业书信给人的第一印象有赖于它的外观。任何商业书信都应该明了、简短、务实。商业书信应用质地好、大小适度的纸张书写,经常为质地好、标准大小(通常A4)的白纸。书信内容应避免混乱、冗长或带有攻击性,尽量以客气、友好和不拘的形式书写,而且应简洁,目的明确。

典型的商业书信包括三部分:开头部分、正文部分和结尾部分。

### ☒ The Beginning

This part of the letter is made up of the writer's address, the date, the reader's address, the attention line, the salutation and the subject line.

The writer's address should be put at the head of the first page of the letter. However, the printed letterhead, which includes the company's name, address, telephone and fax number, has become more and more popular because it can save you the trouble of typing. And another point must be paid attention, that is, short forms should be avoided. The address like "6HS Man"(meaning "6 High Street Manchester") can not be easily understood by the addressee.

The date is unavoidable and the full date should be given. It is typed at the left margin, leaving a double line space below the letterhead of your address. There are two styles of giving the date. The first is American style which is in the line of the full name of the month, day of the month in digits followed by a comma and year in digits. Model: September 9, 2001. The second is British style which is sequenced by day of the month in digits, full name of the month and year in digits. Model: 1 April 2001.

The reader's address is followed in the third line below the date. Make sure it is the same as the reader himself writes. Use the courtesy titles such as Mr, Mrs, Miss or Ms. If you are not sure of the gender of the reader, "Dear Sir or Madam" can be used. Then the titles should be spelled out in full. For example, Sales Manager, President, etc. And then the full name of his company is given.

The attention line is sometimes used to allow the letter directing to a certain person. It is often placed at the second line below the reader's address. But nowadays it is seldom used, for it seems

## ■ Writing of Business Letter

redundant.

The salutation often begins with the word “Dear” and follows by the name of the person you are writing to. If the relationship with the addressee is friendly, it is customary to use Dear Mr \_\_\_\_/ Mrs \_\_\_\_/ Miss \_\_\_\_/ Ms \_\_\_\_/. If the name of the person you are writing to is not known, you may use Dear Sir/ Madam. If the letter is addressed to an organization, you may begin with Dear Sirs. It is often placed at two line spaces below the reader’s address.

The subject line makes the reader quickly get the outline of the letter. It is placed one line space below the salutation.

### ☑ 开头部分

这部分包括写信人地址、日期、收信人地址、经办人姓名、称呼以及主题。

写信人地址应放在信件首页的开头。但是越来越多的公司使用印有信头的信笺,因为它省去了打印的麻烦。信头包括公司名字、地址、电话和传真号。另一点要注意的是不要使用缩写形式。例如“6HS Man”(意思为曼彻斯特第6街)很难让收信人明白。

所有信件都应注明日期,而且不能缩写。日期应写在地址两行的左下方。日期的书写有两种方式。第一种为美式表示法,按照月份、日子和年份的顺序排列。要注意月份不能使用缩写形式;日子用数字表示,并在其后加上逗号;年份用数字表示。例如 September 9, 2001 (2001年9月9日)。第二种为英式表示法,按照日子、月份和年份的顺序排列。要注意月份也不能使用缩写形式;日子用数字表示,但不用在其后加上逗号;年份也用数字表示。例如: 1 April 2001 (2001年4月1日)。

收信人地址位于距日期两行处。要确信地址与他自己写的完全一致,注意使用先生、夫人、小姐和女士等称呼。若不知收信人的性别,可选择使用“Dear Sir or Madam”(亲爱的先生或女士)。头衔也应全部拼写出来,如销售经理、总裁等。最后再加上公司全名。

有时使用经办人姓名以便信件直接转到某人手中。它经常写在收信人地址的下两行。但现在很少使用此环节,因为它令信件显得累赘。

称呼一般以“Dear”(亲爱的)开头,接着是收信人的姓名。如果与收信人熟悉,就可使用 Dear Mr \_\_\_\_/ Mrs \_\_\_\_/ Miss \_\_\_\_/ Ms \_\_\_\_/ (亲爱的 \_\_\_\_ 先生/夫人/小姐/女士)。如果不知道收信人的姓名,可使用 Dear Sir/ Madam (亲爱的先生或夫人)。如果写给一个组织,可以用 Dear Sirs (亲爱的先生们)开头。它经常放在收信人地址的下两行处。

主题栏使收信人很快了解信件的内容概要。它一般写在称呼的下一行。

### ☑ The Content

All the letters should follow the same pattern.

First, make clear the purpose, the circumstances and the action of the letter. The first paragraph states the purpose of the letter: what the letter is about. The next paragraph or paragraphs explain the reasons of writing the letter and the last one or ones explain what action should be taken.

Second, please make sure the letter clear and completely readable: don’t put more than one

idea in a sentence; don't put more than one topic in a paragraph; don't put more than one subject in a letter.

Finally, be natural, human and sympathetic: put yourself in the reader's place to think about him; don't try to intimidate the reader and make him angry; write short, businesslike letters which appeal to the reader's self-interest and sense of fairness.

## ☑ 正文部分

所有信件都应遵照同样的格式。

首先,要表达清楚信件的目的、情况和行动。第一段讲述信件的目的,即信件是关于什么的。第二段或以下几段解释写信的原因。最后一段或几段说明应采取什么行动。

其次,要保证信件清楚、易懂。注意:一个句子只表达一个意思;一个段落只表达一个话题;一封来信只有一个主题。

最后,信件要自然,通情达理。注意要设身处地为收信人着想;不要试图威胁、激怒收信人;信件要公平,符合收信人自身利益并简短务实。

## ☑ The Ending

This part should not be ignored in the same way. Except the usual components such as the close and the signature, it can also include enclosures, copies and postscripts.

The close is placed one line space below the content. It can be divided into formal (Yours very truly, Very truly yours, Respectfully yours), less formal (Sincerely, Sincerely yours, Cordially yours etc.) and informal (With best regards, Best wishes, Cheers etc.).

The signature is put behind the close, leaving three line spaces for the signature before a typed version of the name and title. The writer of the letter can sign for him/herself, or for the company, but the name and title should be typed underneath the signature.

Enclosures are used to enclose something in the letter. It is usually put below the writer's signature. You can choose the short or full form: 2 Enc. or Enclosures 2. For example,

Enclosures:

1. The New Catalogue
2. The New Price List

"CC" stands for "carbon copy", which means a copy of your letter is sent to someone else. It is typed one line space below the signature.

Postscripts may be abbreviated as "PS". It is used to add a personal note to a business letter. It is placed under Enclosures and "CC".

## ☑ 结尾部分

这部分同样不容忽视,除了一般的结束礼词和签名,还包括附件、抄送和补充。

结束礼词通常位于正文下一行。它包括正式型(如Yours very truly, Very truly yours, Respectfully yours)、次正式型(如Sincerely, Sincerely yours, Cordially yours等等)以及非正式型(如With best regards, Best wishes, Cheers等等)。

签名位于结束礼词之后,一般为手签名留三行空白后,再打印写信人的姓名及职务。写信人可代表自己或公司签名,但不要忘记在其后打印上写信人的姓名及职务。

附件用于随函附寄材料,它通常位于签名下面。附件有两种书写方式:缩写和全称。如2 Enc. or Enclosures 2(两个附件)。例如:

### 附件:

1. 新商业目录
2. 新报价单

“CC”是“carbon copy”(复写纸抄本)的缩写形式,用来表示送往其他人的抄送本,经常打印在签名下面。

“PS”为postscripts(补充)的缩写,用来给信件加上个人提示。经常置于附件和抄送本下面。

## 2. The Style of Business Letter

### 商业书信的格式

The appearance of your letter is important. The business letter should follow one of the basic styles—full-block, semi-block, block.

书信的外观非常重要。商业书信应根据下列任何一种常见格式书写——完全齐头式、半齐头式和平头式。

#### ☑ Full-block style 完全齐头式

This style is widely used currently, for it is fast and efficient and reflects the dynamic approach we take in business. Everything start at the left margin. This saves a certain amount of typing time.

The first paragraph is placed one line space below the salutation and single spacing within paragraphs and double spacing between paragraphs are used.

这种格式现在使用范围广泛,因为它快捷、效率高,而且能反映进行商业活动的积极方式。由于能节省打字时间,信件的所有内容都从左边开始。

第一段与称呼间隔一行,段落内行距为一行,段落之间行距为两行。