

MODERN BUSINESS ENGLISH WRITING 

现代商务 英语写作

滕美荣◎主编

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ENGLISH WRITING

 首都经济贸易大学出版社

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现代商务 英语写作

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前 言

21 世纪是一个经济全球化日益深入的世纪。中国自加入世界贸易组织后,在与世界经济的不断接轨与融合中,经济获得了更快的发展。随着我国国际贸易规模的迅速扩大与国际合作项目的日益拓展,社会急需一大批熟练掌握英语、通晓商务知识并善于进行跨文化沟通与交流的商务人才。

《现代商务英语写作》正是为满足新世纪对国际商务沟通人才的旺盛需求应时而生的。本书的主要内容包括国际商务书信写作、商务社交书信写作、求职书信写作以及商务报告、通知和备忘录写作等实用类型的写作。

本书在编写方法上继承现代商务英语写作中的有效做法,把写作知识和写作技能训练与实际业务活动相结合,力求提高读者的商务写作能力。本书的编写特点在于注重理论与实例相结合。例如,本书提供大量的写作范例供读者模仿,这些写作范例大部分选自真实的案例;对每章范例进行缜密注释;为读者提供实用书信写作句库;在每章节中附加实用练习,使读者通过练习巩固所学的知识。

本书旨在使经贸、外语类院校的高年级学生和具有一定经验的国际、国内商务工作者了解和掌握商务磋商过程中频繁使用的写作类型,并使之能写出有效的商务往来书信,全面提高商务沟通写作能力,以便灵活、高效地应对在国际商务交往中产生的繁杂的实际问题。编者真诚地希望本书能够对正在进行国际商务领域理论学习和正在从事国际商务实际工作的广大读者提供指导与帮助,同时,也希望广大读者对书中的不足之处给予批评和指正。

在本书的编写过程中,编者得到了李战江、张中宁先生的鼎力支持,他们提供了大量实用的商务信息与资料,并提出了宝贵建议;同时,也得到李梦溪的大力帮助,她承担了资料整理与部分文字录入工作。在此,对他们的帮助与支持表示由衷的感谢。

滕美荣



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Part One Fundamentals of Modern Business English Writing

现代商务英语写作基础

Chapter 1 An Overview of Business English Writing

商务英语写作概述

Chapter 2 Using the Right Words and Effective Sentences

使用正确词语和有效句子

Chapter 3 Effective Paragraphs Writing

有效段落的写作



Chapter 1

An Overview of Business English Writing

商务英语写作概述

To learn business writing well, we should firstly understand the functions of business writing in business life today, and observe some basic principles of modern business writing.

为了学好商务写作,我们首先应该了解商务写作在现代商务生活中的作用,并遵循现代商务写作的基本原则。



Learning Objectives

学习目标

By studying this chapter, you will be able to :

- ★ **Understand the functions of business writing.**
- ★ **Learn the principles of business writing.**

通过学习本章节,应该能够:

- ★ 了解商务写作的功能。
- ★ 领会商务写作的原则。



Functions of Business Writing 商务写作功能

Business activities and information exchanges across borders in 21 century has been rapidly increasing. Today almost all the business communities recognize the significance of essential communicating skills, for all business activities rely on effective exchange of information.

Communication is one of the most important aspects of a business life. Effective communication may take various forms—oral or written. But in comparison with oral communication, written communication has its own advantages of providing records, references, and legal defense. Also the written message can be carefully prepared and structured, and it can be well delivered to the recipient, thus promoting a better understanding and communication. No doubt, the ability to write effectively is a valuable business asset.

21 世纪, 国家间的贸易活动和信息交往日益增长。今天, 几乎所有的商务群体都认识到基本的沟通技能的重要性, 因为所有商务活动都依赖于有效的信息交换。

沟通是商务生活的最重要方面之一。有效的商务沟通可以采用不同的形式——口头或书面手段。但是与口头沟通形式相比, 书面沟通形式具有提供档案、证明和法律辩护的独特优势。并且, 书面信息可以经过认真的准备和构思, 有效、准确地传达给接收方, 从而促进更好地理解 and 沟通。毫无疑问, 有效写作是颇具价值的商务资产。

Writing effectively will help business people execute the plan, coordinate cooperation, share messages, report working progress and solve problems. It, at the same time, helps business people sell products or services, request material or information, answer customer's inquiries, maintain good public relations, and serve a variety of other business functions.

In this age of rapid communications, you may ask if many of these activities couldn't be handled over the phone or in person. In some cases, these two methods may be best ways to get messages across. However, few business people have the time to visit clients personally, and long-distance telephone calls are time-consuming and expensive. At most important, most people retain only about 25% of what they heard. The chances of your messages being forgotten or misunderstood greatly increase if you only rely on oral communication.

As a result, business writing is one of the best ways to ensure that your message is



accurately received, particularly if you are discussing technical or highly detailed information.

有效商务写作有助于商务从业人员执行计划、协调合作、共享信息、报告工作进展和解决问题。同时,它还有利于出售商品或服务、索要材料或信息、回复客户的询函、保持良好公共关系以及提供其他一系列商务功能。

在这个通信快捷的时代里,你可能会问:难道这些商务活动不可以通过电话或面谈来实现吗?在某些情况下,这两种方法可能是传达信息的最好办法。然而,商务领域的人士很少有时间亲自拜访客户,而长途电话则既费时又昂贵。最重要的是,大多数人只能记住他们所听的全部信息的 25%。如果仅仅依靠口头交流,那么你的信息就很可能被遗忘或被误解。

因此,商务写作是确保你的信息被准确无误地接收的最佳方法之一,尤其是当你讨论技术信息或极度细节化的信息时,这种方式更是首选。

As for business letters, they can serve as a part of a company's permanent record. They can be used to verify bookkeeping and inventory entries. If you have a question about a customer's order, or whether someone's query was answered, or about the details in an agreement, you can check your file copy of the letter. You cannot do the same with a phone conversation unless you record every outgoing and incoming call.

Business letters also function as written contracts, fully recognized by the courts. Letters of agreement often drawn up between companies and independent suppliers or consultants are binding. Job offers made through the mail are regarded as legally binding on the sender. If you accept in writing, your letter is a binding contract of employment.

Business letters can act as formal or informal public relations material. It can help to build good relationship between you and your clients, creditors, suppliers, and other public groups. It also represents you and your firm to people that you may never meet personally or contact just by phone. How you express yourself forms an impression in the mind of your clients. As a result, business writing deserves considerable care and attention.

商务书信可以作为公司永久档案的一部分。它们可以用来核实账簿和库存。如果你对某个客户订单有疑问,或者想确认某份询函是否已答复,或者对协议的某个细节有疑问,那么你可以查对信函的存档原件。然而,你却不能查对某个电话交谈,除非你将所有进出电话全部录音。

商务书信也可以作为书面合同得到法庭的完全认可。公司与供应商或与顾问之间常签署的协议书就具有法定约束力。通过邮件提供的工作机会对发信人具有法定约束力。如果你以书面形式接受,那么你的信件就是具有约束力的任职合同。



商务书信也可以作为正式或非正式公共关系材料。它们有助于你与你的客户、债权人、供应商以及其他公共关系群体之间建立良好关系。对于那些你只通过电话联系而却从未亲自会过面的客户来说,信函代表的就是你与你的公司。如何表达你的想法会在你的客户心目中留下印象。因此,应该仔细、认真地对待商务写作。

Principles of Business English Writing 商务英语写作原则

We should keep in mind the point that business writing is crucial to the development of friendly trade relationship and the success of business. Business writing aims to arouse readers' interest and receives their responses as expected. The most effective business writing should be easy to read and easy to understand. It must be friendly and courteous. Generally speaking, we need to apply some specific writing principles while writing for business purposes. They are: consideration, correctness, completeness, concreteness, conciseness, clarity and courtesy.

我们必须始终牢记着商务写作对于发展友好商务关系、商务成功的至关重要的作用。商务写作旨在引发阅读者的兴趣,并如期收到回应。最有效的商务写作应该是易读易懂、友好而客气。一般而言,商务写作应该遵守其特有的写作原则,即体贴、准确、完整、具体、简明、清楚、礼貌。

1. Consideration 体贴

Consideration is an important role of good business writing. The writings you present to your readers must create a good impression. Try to put yourself in his or her place to give the consideration to his or her varied wishes, demand, interest and difficulties. Take the "You" attitude rather than the "I" or "We" attitude. Find the best way to express your understanding and present the message. That enables a request to be refused without killing all hope of business or make a refusal to do a favor without harming friendship.

Compare the following pairs of sentences:
体贴是商务写作应遵循的重要原则。你呈现给阅读者的写作文本一定要能给予他们一个良好的印象。试着站在对方的立场去考虑他们的各种愿望、要求、兴趣和困难,采取以第二人称“您”为出发点,而不是以第一人称“我”或“我们”为出发点的态度。找出最好的方法来表达你的想法和提供信息。这可以使婉拒要求而保存与对方继续商业往来的希望,或者拒绝帮忙而又不致伤害彼此的友情。

对比以下两组句子:



You-attitude	We-attitude
Congratulations to you on your success.	We'd like to send my congratulations to you.
We will send you the sample next month.	We won't be able to send you the sample this month.
You earn 2% discount when you pay cash.	We allow you 2% discount for cash payment.

2. Correctness 准确

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which help to achieve the purpose. It is likely to convey the real message in a way that will not cause offence even if it is a complaint or an answer to such a letter. Business writing must be factual information, accurate figures and exact terms in particular, that they involve the rights, the duties and the interests of both sides often as the base of all kinds of documents. Therefore, we should not understate nor overstate as understatement might lead to less confidence and hold up the trade development while overstatement throw you in an awkward position.

准确表达意味着不仅要注意语法、标点符号和拼写是否正确,而且要采用恰当的语气来帮助达到意图。语气如果正确就能既传达了本意又不得罪人,即使是一封投诉信或回复投诉信也能收到这样的效果。商务写作的内容必须是真实可靠的信息,尤其是精确的数据和严格准确的术语,因为它们经常作为各种单据的依据,涉及买卖双方的权利、责任与利益,因此,我们既不能过于保守也不能夸大,因为过于保守会使对方信心不足,从而对贸易造成不利影响;相反,过分夸大也会使自己陷入尴尬境地。

3. Completeness 完整

A piece of business writing is successful and functions well only when it contains all the necessary information. An outline helps for the business writing to be full and complete. See to it that all the matters are discussed, and all questions are answered. Incompleteness is not only impolite, but also leads to the recipients' unfavorable impression towards your firm. He may give up the deal if other firms can provide him with all the information needed, or if he would not take the trouble of inquiring once again.

As you work hard for completeness, keep the following questions in mind: why do you write; what are the facts supporting the reasons; whether have you answered the questions asked or not; and what the reader is expected to do.



商务写作只有当它包含一切必要信息时才成为成功、有效的沟通。撰写提纲有助于使写作全面、完整。要确保商务业信包含了一切商讨内容,并回答了所有问题。不完整的书信不仅有失礼貌,而且会令阅读者对你的公司产生不良印象。如果其他公司给他提供了一切必要信息,或者他不愿意麻烦再次询盘,那么他就可能放弃该笔生意。

当你努力写得全面、完整时,可以问自己以下几个问题:为什么写;陈述原因所依据的事实根据是什么;是否已回答了所有提出的问题;阅读者期待的下一步是什么。

4. Concreteness 具体

Business writing should be specific, definite rather than vague, abstract and general. Especially for letters calling for offer, inquiring trade terms, specific reply etc., concreteness is always stressed. Take, for example, some qualities or characters of goods that should be shown with exact figures and avoid words like "short", "long" or "good". Give specific time with date, month, year and even offer hour, minute if necessary, but avoid expressions such as "yesterday", "next month", "immediately", etc..

The following methods can help us write concretely: use specific facts and figures; put action in your verbs; prefer active verbs to passive verbs or words in which action is hidden; choose vivid, image-building words; pay attention to word orders; put modifiers in right place.

商务写作应该写得具体、明确,不能含糊、抽象、笼统。尤其像报盘、询问贸易条款和需要具体答复的信函等,写作时特别强调要体。例如,商品的质量和特征要用准确的数字,避免使用“好”、“短”或“长”这样的词语。时间要具体,用年、月、日标明;必要时,甚至要表明小时、分钟。避免使用诸如“昨天”、“下个月”、“马上”等用语。

下面的方法可以帮助我们把手信写得具体:使用具体事实与数据;用动词表达动作;多使用主动语态,少用被动语态或隐含动作的词语;选择生动、形象的词语;注意词序;妥善置放修饰语。

5. Conciseness 简明

Conciseness is often considered to be the most important writing principle, it enables to save both the writers' and the recipients' time. Conciseness means most complete message but briefest expression with no sacrificing clarity or courtesy. Effective business writing should be precise and to the point. To achieve conciseness of your letter-writing, try to keep your sentences short, and avoid wordy languages and redundancy, or repetition, and eliminate excessive details.



Paraphrasing carefully can make a business letter clearer, easier to read and more attractive to readers. It is a good rule to confine each paragraph to only one point or topic.

Compare the following sentences:

简明是商务写作最重要的原则,它有助于节省写作者与阅读者双方的宝贵时间。简明是指写作内容应完整、简洁而又不失清楚与客气。有效的商务写作应该是目的明确、有的放矢的。为了达到简洁的效果,要力求句子短小精悍,避免赘言赘语或重复,删去多余细节。

认真划分段落会使商务书信更清楚、易读,更吸引读者。每个段落仅围绕一个要点或一个主题展开是一种不错的做法。

对比下列句子:

Concise	Wordy
We will consider the delivery schedule at today's meeting.	We are going to give consideration to the delivery schedule at today's meeting.
They attend the Guangzhou Trade Fair to find a partner.	They attend the Guangzhou Trade Fair for the purpose of finding a business partner.
We've received your letter of March 15.	We are in receipt of the letter you send to us on March 15.
We have received your L/C.	Please be advised we have received your L/C.
Thank you for your letter of...	The writer wishes to acknowledge your letter of...
L/We enclose our new catalogue.	Enclosed please find our new catalogue.

6. Clarity 清楚

You must express yourself clearly to make sure that the message conveys exactly what you wish to say and is not liable to misunderstanding. Avoid vague and ambiguous expressions.

When you are certain about what you want to say, express it in plain, simple words, or present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up. Good, straight-forward, and simple English is what is needed for business correspondence.

Compare the following pairs of sentences:

为了准确地传达你希望表达的信息,并免除误会,你必须清楚地表达你的想法,避免使用含糊不清、有歧义的语言。



当你肯定你要表达的想法时,请用清晰、简单的词语进行表达,或使用准确无误的语句与段落表达出来,并使用必要的过渡词语或表述用语把它们有机地连接起来。正确、直截了当、简洁的英语才是商务书信所必需的。

对比下列句子:

We send you 4 samples of the goods yesterday which you requested in your letter of May 10 by air.

We send you yesterday, by air, 4 samples of the goods which you requested in your letter of May 10.

The goods not only differ in quality, but also in price.

The goods differ not only in quality, but also in price.

7. Courtesy 礼貌

Courtesy plays a considerate role in business writing, as in all business activities. It is a favorable introduction card, helping to strengthen your business relations and establish new ones. Courtesy means to show tactfully the honest friendship, thoughtful appreciation, sincerely politeness, considerately understanding and heartfelt respecting in your writing.

Avoid irritating, offensive or belittling statements. Answer letters promptly, for punctuality will please your recipient who hates waiting for days before he or she obtains a reply to his or her letter. Sometimes, discrepancy may occur in business, but with diplomacy and tact it can be overcome and settled without hurting either side. Never show your anger in a business writing.

In addition, you must also adopt the right tone. Before you begin to write, think carefully about the way in which you want to influence your customer, and then express yourself accordingly, being persuasive, firm, apologetic and so on.

Compare the following sentences:

在商务写作中,乃至所有商务活动中,礼貌有着十分重要的作用。它是有效的自我推介名片,有利于加强已有的商务关系并且建立新的商务关系。礼貌意味着在写作中非常巧妙地表示出坦诚的友情、诚恳的感谢、真诚的礼貌、周全的理解和由衷的尊重。

要避免使用激怒他人、冒犯或轻蔑的言辞。要做到迅速回复,因为准时回复会令你的客户高兴,客户都不愿意等待多日才能得到回复信件。有时,在商务活动中会产生分歧,但是借助外交手段和技巧可以克服并妥善解决,不会伤害到任何一方。在商务书信中绝对不能显露出任何心中的怒气。