

模範英文貿易書信

黃成家編譯

... and a
one Sc-
later.

Exchange Committee
public to believe that
posed the fraud if only
had gone to its investi-
the SEC wasn't alerted in
former employee to the ex-
a scandal, why would it be
another in 1972? If the SEC
ake the allegations seriously when
e related by an attorney with the
nia Insurance Department, why
it have intended any more seriously
e story of a securities analyst?

All of these one-on-one indictments
to the fact that the individual
not is adequately protected, not by
e securities markets or their brokers,
by auditors or regulators. Equity
funding was not simply a computer
or an accounting fraud nor an insur-
ance fraud nor even a business fraud.
was an all-American fraud. Its dimen-
sions cannot be comprehended simply in
the thousands of policies
laked, nor even the hundreds of
of dollars lost by investors. It
understood only in terms of the
involved.

They were not special people. They
were not the best of the system. They were
not the worst. They were funda-
mentals. It is not the man
but the distortion
that is ultimately so

American
win or
day.

and subordinates has will to the gross
This is how we get to a point. It becomes
unethical when the group's objective
should be questioned and on't.

In government, the operative phrase is
"game plan." In the business world, it's
the money game. It's not how you play
the game that matters, it's whether your
team wins.

Individuals seldom pause to examine
either the method or the price. They are
likely to play the game. Few members of
Equity Funding's fraud team joined the
company knowing it was crooked. Some
committed crimes without realizing the
significance of their acts. If the system's
corrupt, then corruption is normal and a
little corrupt conduct on their part is
merely abnormal but immaterial. These
things go on all the time," a man from
Boston said early on. It's not the individual
and his fault. Coach told him to do it.

Even those games played according to
the rules are marked by foul referees
don't call. Corporations project themselves
as something they're not. Em-
ployers mislead the projections.

A single idea can start a fortune. A
few men gather a small nucleus of val-
ued sales people who go out and push
product Y. After a bit, the founders go to
an underwriter and say, "Look at the
sales we're generating."

"That's terrific," says the underwriter.
"Just keep on growing. Don't worry
about money; we'll give you all you
need." After a bit, the underwriter takes
the stock public at a price many times
higher than the founders' privately held
shares, so that the only people risking
their money are the public investors.

Everyone cheers the expansion of vol-
ume. No one questions the virtue of size.
But bigness generates its own problems:
the firm is a residence to go soft.

National competence has been one of

such a
the rapids in
ters. It were
mainstream.

Equity
that all men
doesn't support the fair
and men and women work
Funding. Fewer than 10 were
there.

There are lessons galore from
recent event. Avoiding major
changes, stock exchanges must
the surveillance must be more in
the publicly held corporations
become truly public.

What about Equity Funding tells us in
clear message is where we have come
individuals in regard to our institutions.
What must be done that the val-
ue of a few men were perceived by that
conscience of many were upheld.

What is ultimately most distressing
me that some people defrauded others
that has gone forever, and that al-
can't bring down a free society. What
bring down a free society is when pe-
do not feel they can live by the
of law.

Not one of the people whose
enabled me to expose the fraud is
willing to go to the authorities.

They were afraid the authori-
do nothing. They might
wouldn't be believed. The
the authorities would take
them back to the same
posing them. Their
careers would still
expose them.
They were
they're





十五周年
1973-1988

中南圖書公司

精選新書②

模範英文貿易書信

黃成家編譯

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◎ 精選新書

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前　　言

人人均爲國際人　如今以國際貿易爲中心，寫英文書信到國外逐漸成爲日常事務了。能夠寫得體的英文，隨心所欲的通信，將可大爲提高工作效率。除了商務，其他如旅行、考察、交際等機會也非常多，必須懂得寫什麼樣的文章，敍述什麼樣的內容。

引用適當的範文　交易、交往必須透過「語言」的媒體，身在國內而與遠隔之地自由溝通，乃是現代人重要的「行爲」之一。爲了適應此一目的，本書假設工作或商務上的各種情況，提供非常豐富而內容扼要的「範文」，編排上經過精心考慮，讀者可免於浪費時間，極其效率地找出來。

明白貿易的程序　本書並非僅止於何種場合採用何種英文爲適切，以貿易爲中心的國際事務上，每篇範文堪稱字字珠璣，只要遍讀這些範文，當可熟知貿易如何進行，如何終結。

豐富的表達能力　附隨於商務之餘，必然產生海外旅行或與外國人交際等之必要性，閱讀本書可培養「豐富的表達能力」，因此，閱讀這些範文，也可加強英文的表達能力。範文集做爲本書的 part II。

內容與格式並重 一般人使用的「正式書信」究竟如何完成的呢？信封？信紙？打字？各部分的組成？簽名？這些均為必備的基礎知識。首先從 part I 貿易通信的基礎知識開始。



15週年紀念
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中南圖書公司

精選新書②〇

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信首	日期
收信人地址	特定收信人
冒頭禮辭	正文
結尾禮辭	簽名
關係者頭字	同封物指示
附記	摘要
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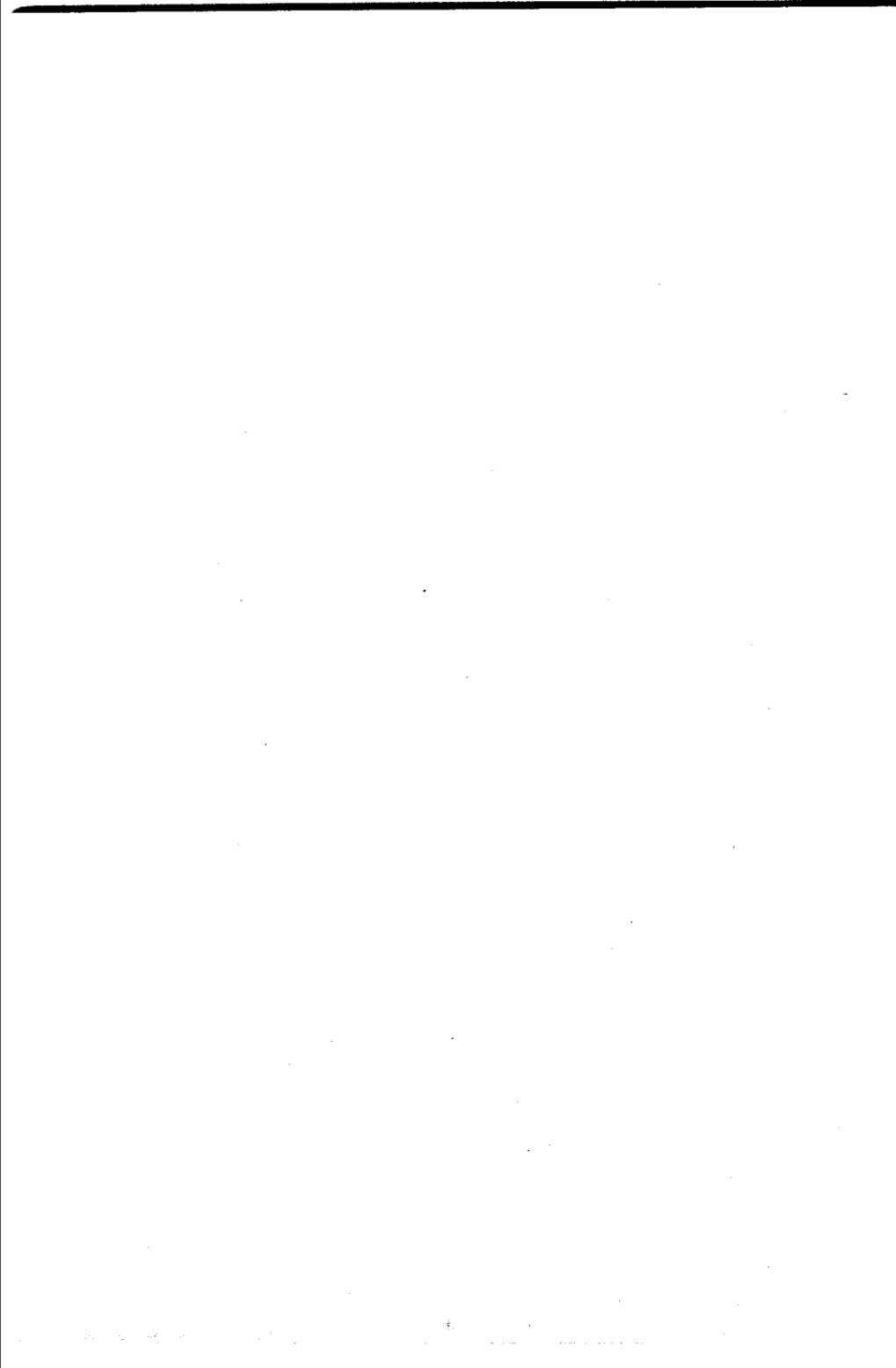
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Part I

貿易通信的基本知識



1 信 紙

薄紙並非萬能 信紙給予對方強烈的印象，必須格外慎重。從航空信的郵費來考慮，薄紙較為經濟，商業書信採取一信一紙主義，與其連篇累牘，毋寧簡明扼要較佳，故內容在於傳達銷售、交易、應徵需要說服效果時，不妨採用厚一點的美式信紙（8.5英吋×11英吋）。

至於顏色，以白色、淡藍或灰色為宜。如果內容是普通事務上的通知，則薄而輕的信紙即可。

信首採用印刷 商業上使用的書信，信紙上部中央印有「信首」（letterhead）。如未印刷，也可採用打字，在上部中央打上自己的商號、姓名、地址等。但一般的公司原則上採用印刷。

2 信 首

流行簡明扼要 信首指的是，在信紙上部中央美觀大方地印上公司名稱、地址、營業項目、國際掛號電報號碼、電話號碼、分支機構所在地等。

最近的傾向似乎流行以鮮明的字體印上公司名稱、地址等，簡潔清晰，給人深刻的印象。

至於原因，不外乎重視企業的形像，爲了儘量給人良好印象，只印上不可或缺的項目，以免給人冗長散漫之感。信首是公司給人的第一印象，也是公司長期使用的面貌，設計得美觀大方，乃是當然。以下介紹二、三個實例。

