



全国高职高专规划教材·国际贸易系列

商务英语函电

Business English Correspondence

根据《国际商务函电》修订

周 峰
魏莉霞 ◎ 主编

BUSINESS



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出版说明

自 2006 年推出《21 世纪全国高职高专国际贸易类规划教材》之后,本系列教材赢得了市场的认可,美誉度很高。不仅每年重印,有的还每年重印两三次,这自然要归功于各位参与的专家和编者,归因于他们开拓进取的精神、认真负责的态度和一切为学生着想的理念。然而,随着本学科的不断发展和各高等院校教改的不断推进,以及国际贸易形势的复杂多变,虽然每年重印都会有一些小的修订,但显然也已经有些不合时宜了。为此,我们广泛听取各方面反馈的宝贵意见和建议,汲取新鲜营养,继承原先优势,总结经验教训,共同致力打造一系列适应新形势的高品牌、高质量的优秀教材,期望在某些方面有所突破和发展,争取更上一层楼。

本系列教材的特点如下:

1. 集思广益,以学生为主体。广泛咨询采纳专家意见,研究目前教学主体(学生)的特点,站在其立场上设计相关项目,加上教师的适当点拨,不仅可以促进相关知识的内化,达到理解和巩固的目的,更有利于创新思维的形成。

2. 内容新颖,与岗位零距离。更新内容,选用新知识和新材料,运用最新的教改成果,切实结合资格考试,为学生取得“双证”、提高就业率服务。体例上突破了传统教材,采用项目化和情境式。案例与实训安排得当,与现实紧密结合,增强了实用性和应用性,最大程度地实现了与工作岗位的无缝接轨。

3. 概念明确,重点突出。考虑到国际贸易自身的特点,概念表示语言简洁凝练,表达明确,不仅标注相应的英文,而且用不同字体标出。整体教学目标明确,重点突出。

4. 配套齐全,力求立体化。配套完备,主体教材配有相应的技能训练册,且每本教材都配有相应的习题及课件或相关材料,如 PPT 等,便于教学。甚至还开发相关的网站,力图打造立体化教材。

此外,在排版上使整体风格设计更加人性化,增强可阅读性。

本系列教材不仅可供高职高专的学生使用,也可供培训机构或相关学校采用,还可供政府及企业相关人员和广大学习爱好者参考。

尽管我们尽心尽力,但仍不可能尽善尽美,敬请广大师生不吝惠予宝贵建议和意见,我们一直在追求精益求精,努力提供更好的服务。同时也热忱欢迎有志于为教学事业做贡献的您的积极参与,让我们携手,共同为打造优秀教材而努力。E-mail: huweiye73@sina.com。

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2012 年 10 月

前 言

“商务英语函电”是高职高专院校对外贸易类专业的核心课程之一，其特点是要求学生能将英语语言技能与具体的外贸业务相结合，因而实际操作性很强。本教材是《国际商务函电》的修订版，所涉内容涵盖了国际商务活动中建立业务关系、询价及回复、报盘与还盘、促销、订货下单、付款、包装、保险、装运、投诉理赔、代理等业务环节，并以外贸业务员岗位典型工作任务为导向，通过业务背景知识介绍、核心句型学习、实例分析、模拟套写、考证实战、课后拓展等多种形式，使学习者科学有效地掌握处理各种外贸业务函电的技巧和方法。同时，该教材注重培养学习者对外贸英语函电的书面交际能力和实践操作能力，因而有助于满足其将来从事外贸岗位顺利完成各项实际业务的需要，同时也为在校生的外经贸从业人员参加外贸类职业资格考试提供帮助。

本教材为2012年浙江省教育厅科研项目“示范性高职院校ESP特色课程建设实证研究”成果之一（项目编号：Y201223177），“第三期全国高职高专英语类专业教学改革立项课题——基于典型工作任务的高职商务英语课程设计与教学实施”（项目编号：GZGZ7611-084）成果之一。本教材的主要特色是：

第一，科学性。从高职生实际水平和岗位要求出发，教材内容难度适中，善于激发学生学习积极性。

第二，系统性。按进出口业务流程分类，以外贸业务函电技巧为主线，运用实际案例系统编排课程内容。

第三，实用性。把握“实用、够用、能用”原则，注重实践操作技能的培养。

第四，针对性。以外贸类职业资格证书考试要求为导向，有的放矢，突出教材时效性。

本教材由周峰、魏莉霞任主编，陆美燕、任大力、项春暖任副主编。参加编写的人员有：北京工业大学通州分校魏莉霞（Unit 1、Unit 6）、丽水职业学院项春暖（Unit 2、Unit 12）、浙江广厦职业学院陈晨（Unit 3）、湖州职业学院黄笑菡（Unit 4）、湖州职业技术学院周峰（Unit 5、Unit 8）、山西旅游职业技术学院任大力（Unit 7）、山西旅游职业技术学院陈燕（Unit 9）、浙江广厦职业技术学院陆美燕（Unit 10）、山西旅游职业技术学院刘维瑛（Unit 11）。在教材编写过程中，我们得到了外贸行业专家与各兄弟院校专业教师的悉心指导和帮助，同时也借鉴了不少专家、学者的研究成果和著作，在此对他们表示衷心的感谢。

由于编者水平有限，编写过程中难免出现不当和疏漏之处，敬请各位专家、同人和读者批评指正，以便再版时进行修正，不胜感激。

编 者

2012年10月

内 容 简 介

本教材从高职高专院校“商务英语函电”课程的教学实际出发,遵循“实用、够用、能用”的原则,注重学习者实践操作技能的培养。全书共分 12 章,主要内容涵盖了国际商务活动中建立业务关系、询价及回复、报盘与还盘、促销、订货下单、付款、包装、保险、装运、投诉理赔、代理等业务环节,并以外贸业务员岗位典型工作任务为导向,通过业务背景知识介绍、核心句型学习、实例分析、模拟套写、考证实战、课后拓展等多种形式,使学习者科学有效地掌握处理各种外贸业务函电的技巧和方法。

本教材不仅可作为高职高专院校国际贸易、商务英语等涉外类专业学生课程教学使用,也可供准备参加全国外销员职业资格、全国商务英语翻译职业资格、剑桥国际商务英语等各类商务英语考试的考生复习备考以及外经贸从业人员阅读。

目 录

Unit 1 Introduction of Business Letters	1
Learning Aims	1
Background Knowledge	2
Writing Tips	9
Exercises	10
Supplementary Reading	11
Unit 2 Establishment of Business Relations	12
Learning Aims	12
Background Knowledge	13
Writing Tips	13
Sentence Patterns & Examples	14
Specimen Letters	15
Notes	17
Exercises	18
Supplementary Reading	21
After-Class Study	22
Chinese Version of Specimen Letters	23
Unit 3 Enquiries and Replies	25
Learning Aims	25
Background Knowledge	26
Writing Tips	26
Sentence Patterns & Examples	27
Specimen Letters	28
Notes	31
Exercises	33
Supplementary Reading	35
After-Class Study	37
Chinese Version of Specimen Letters	38
Unit 4 Offers, Counter-offers and Acceptance	41
Learning Aims	41
Background Knowledge	42
Writing Tips	44
Sentence Patterns & Examples	47

Specimen Letters	48
Notes	50
Exercises	53
Supplementary Reading	55
After-Class Study	57
Chinese Version of Specimen Letters	62
Unit 5 Sales Promotion	64
Learning Aims	64
Background Knowledge	65
Writing Tips	66
Sentence Patterns & Examples	66
Specimen Letters	68
Notes	70
Exercises	72
Supplementary Reading	75
After-Class Study	76
Chinese Version of Specimen Letters	78
Unit 6 Orders and Acknowledgements	81
Learning Aims	81
Background Knowledge	82
Writing Tips	82
Sentence Patterns & Examples	83
Specimen Letters	84
Notes	86
Exercises	87
Supplementary Reading	89
After-Class Study	93
Chinese Version of Specimen Letters	93
Unit 7 Terms of Payment	96
Learning Aims	96
Background Knowledge	97
Writing Tips	99
Sentence Patterns & Examples	99
Specimen Letters	101
Notes	105
Exercises	111
Supplementary Reading	114

After-Class Study.....	116
Chinese Version of Specimen Letters	126
Unit 8 Packing	130
Learning Aims	130
Background Knowledge	131
Writing Tips	134
Sentence Patterns & Examples	135
Specimen Letters	137
Notes	139
Exercises	141
Supplementary Reading.....	144
After-Class Study.....	145
Chinese Version of Specimen Letters	147
Unit 9 Insurance	150
Learning Aims	150
Background Knowledge	151
Writing Tips	153
Sentence Patterns & Examples	153
Specimen Letters	154
Notes	156
Exercises	161
Supplementary Reading.....	164
After-Class Study.....	166
Chinese Version of Specimen Letters	169
Unit 10 Shipment	171
Learning Aims	171
Background Knowledge	172
Writing Tips	173
Sentence Patterns & Examples	174
Specimen Letters	175
Notes	178
Exercises	179
Supplementary Reading.....	182
After-Class Study.....	183
Chinese Version of Specimen Letters	187



Unit 11 Complaints and Claims	189
Learning Aims	189
Background Knowledge	190
Writing Tips	190
Sentence Patterns & Examples	191
Specimen Letters	193
Notes	196
Exercises	197
Supplementary Reading	199
After-Class Study	201
Chinese Version of Specimen Letters	202
Unit 12 Agency	205
Learning Aims	205
Background Knowledge	206
Writing Tips	206
Sentence Patterns & Examples	207
Specimen Letters	208
Notes	210
Exercises	213
Supplementary Reading	216
After-Class Study	223
Chinese Version of Specimen Letters	225
Key to Exercises	227
Bibliography (参考文献)	246

Unit 1 Introduction of Business Letters

Learning Aims

After you finish learning this unit, you are requested to:

- (1) understand some basic knowledge about the layout of business letter;
- (2) master the established practice to write a general business letter.





Background Knowledge

(I) *Brief Introduction to Business Letters*

Business letter has its special features, especially in format and structure. Considered in its most fundamental terms, a business letter may be defined as a message that attempts to influence its receiver to take some action or attitude desired by the sender. Thus, the ability to write an effective business letter will help those who want to represent themselves positively to their customers, competitors and employers.

(II) *Layout of Business Letters*

Usually, seven essential elements are involved in formal business letters. They are: letterhead, date, inside address, salutation, body of a letter, complimentary close and signature. Sometimes other elements may appear in the business letters such as reference number, attention line, subject line, IEC block, etc.

The general position of these elements is shown in the following sample:

Letterhead (信头)	
Reference number (案号)	
Date (日期)	
Inside address (信内地址)	
Attention line (注意项)	
Salutation (称呼)	
Subject line (事由)	
Body of the Letter (正文)	
Complimentary close (信尾敬语)	
Signature (签名)	
IEC block (缩写名、附件、分送标志)	

✧ Letterhead (信头)

Letterhead should appear at the head of the first page of business letter. It includes the essential particulars about the writer—the name of his company, the full address of the company, postcode, telephone number, fax number, internet address and e-mail address.

<Sample 1>

SHANGHAI FOXBORO COMPANY LTD. 166 Caobao Road, Shanghai 200233, P. R. China Tel: 021-61234567 Fax: 021-61234666 E-mail: abcsale@163.com

<Sample 2>

SHANGHAI FOXBORO COMPANY LTD.	
166 Caobao Road	Tel: (86)021-61234567
Shanghai 200233	Fax: (86)021-61234666
P. R. China	E-mail: abcsale@163.com

✧ Date (日期)

Date is a vital part in business letters, which has special relevance: it might be a decisive factor as to whether an order is executed, a bill is paid, or a guarantee claim is met. Therefore, never omit the date in business letters. The placements of the date in English business letters are much different from those in Chinese letters. It can be aligned with the left or right margin below the letterhead. Usually there are two styles in which business letters are dated:

(1) The American style is:

- ◆ month, spelled out in full;
- ◆ day of the month, in digit, without th., nd, etc., followed a comma;
- ◆ year in digit.

For example: September 10, 2012 October 4, 2012

(2) The British style is:

- ◆ day of the month, in digit;
- ◆ month, spelled out in full;
- ◆ year, in digit.

There is no comma between the name of the month and the year.

For example: 10 September 2011 4 October 2012

<Sample 1>

SHANGHAI FOXBORO COMPANY LTD.	
166 Caobao Road, Shanghai 200233, P. R. China	
Tel: 021-61234567 Fax: 021-61234666 E-mail: abcsale@163.com	
September 10, 2012	

<Sample 2>

SHANGHAI FOXBORO COMPANY LTD.	
166 Caobao Road	Tel: (86)021-61234567
Shanghai 200233	Fax: (86)021-61234666
P. R. China	E-mail: abcsale@163.com
4 October 2012	



✧ Inside Address (信内地址)

We include the address in the letter although it already appears on the envelope, because the envelope is usually thrown away. The inside address is often put two lines under the date line, aligned with the left margin. Generally, the inside address should include any or all of the following: the person's name and title, company name, street address, city, state or province, ZIP code and country.

<Sample>

Mr. Roland Smith, Sales Manager
ABC Company
123 Berry Drive
Minneapolis, MN55667
USA

✧ Salutation (称呼)

A salutation is the complimentary greeting with which the writer opens his letter. It is typed flush with the left margin below the inside address. In a very formal letter, you always need to address the reader with his/her surname, such as "Dear Mr. Smith", "Dear Ms. Green". If you have a close relationship with the receiver, you can use his/her first name such as "Dear Eager" or "Dear Jennifer". Be sure to salute to the correct addressee appeared in your inside address. Salutations in business letters can be followed by a comma or no punctuation at all.

✧ Body of a Letter (信的正文)

This is the most important part of a letter. And the following parts of this book will offer detailed advice for making this part as effective as possible. Attention here should be paid to the physical precision of the body. It usually begins one or two lines below the salutation.

✧ Complimentary Close (信尾敬语)

The complimentary close, like the salutation, is purely a matter of convention and a polite way of ending a letter. Therefore we should carefully select the most appropriate complimentary close to match the character of our communication and salutation. The correct punctuation for the complimentary close is a comma. Notice also that only the first word in a complimentary close is capitalized.

The following are the usual matches used in modern business letters:

	Salutation	Complimentary Closing
Formal	Dear Sir or Madam,	Very truly yours, Yours very truly, Very sincerely yours, Very cordially yours,
Semi-formal	Dear Mr./Mrs./Ms.,	Sincerely yours, Cordially yours, Yours sincerely,
Informal	Dear Lisa,	Sincerely, Cordially, Yours truly, Yours,

✧ Signature (签名)

The signature is the signed name or mark of the person writing the letter or that of the company he/she represents. In both cases, there should be a typed version of the name underneath the signature. The signature is put at the margin, leaving three-line spaces for the signature before typing the writer's name, title and department.

Never sign your letter with a rubber stamp.

<Sample>

Yours sincerely,
Michel Chen (signature)
Michel Chen
Sales Manager

In addition, business letters still have some special elements apart from the above seven essential elements:

✧ Reference Number (案号)

In some business letters, reference number is written for reference, quoting or filing. Its specific position is right below the writer's address and above the date.

<Sample>

SHANGHAI FOXBORO COMPANY LTD.

166 Caobao Road
Shanghai 200233
P. R. China

Our Ref. No. FPB/SB-95

Your Ref. No.

4 October 2012

◇ Attention Line (注意项)

Usually, when the inside address doesn't contain the individual's name, attention line is used to name the specific person the letter is addressed to. Attention line is put between the inside address and the salutation, or within the inside address.

<Sample>

ABC Company
123 Berry Drive
Minneapolis, MN55667
USA
Attention: Mr. Roland Smith
Dear Sir,

◇ Subject Line (事由)

Subject line is right below the salutation, at the centre or the left place. It is usually underlined so as to arrest the reader's attention. Since it is briefly written, denoting the name of goods, the number of contract or letter of credit, it is convenient for reference and filing.

<Sample>

ABC Company
123 Berry Drive
USA
Dear Sir,
Re. /Subj.: L/C No. 228 for 3500 Dozen Shirts

◇ IEC Block (initials, enclosures and carbon copies) (缩写名、附件及分送标志)

The IEC block appears on the left-hand margin two or three lines below the signature block (including complimentary close, signature, and typewritten identification).

(III) *Format of Business Letters*

◇ Full-Block Format (全齐头式)

<Sample>

	Letterhead
Date	
Inside address	

Salutation	

Body of letter

Complimentary close
Signature

In the full-block format, all lines begin at the left margin. There is no indention in the letter at all. This format is simple, easy to type, and is often used in business letters.

✧ Semi-Block Format (半齐头式)

<Sample >

	Letterhead
Date	
Inside address	

Salutation	
	Body of letter

	Complimentary close
	Signature

This format is a more conservative one of layout. In this format, the date, complimentary close and signature begin to the right of the centre of the paper. All the other elements are blocked against the left margin.

✧ Conventional Format (传统式)

<Sample >

	Letterhead	
		Date
Inside address		

Salutation		
	Body of letter	

