

中文對照 英文貿易書信典

陳鴻寶 譯著



中央圖書出版社出版

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序 文

PREFACE

序 文

孟泰紐 (Michel Eyquem de Montaigne 法國道學家) 說：「寫信不是一件辛苦的事，也並非那麼有辛苦價值的事」。這也許是對私人函件而言，但在商業的範疇裡則不盡然，能證明一個經營幹部能力的證據之一，就是他的表達和誘致情報的訣竅。而且私人函件與商業函件有重大不同之處，私人信函不能鑲嵌特定格式的各種事態，商業函件雖也是多種多樣，却有可以任意更換的格式。由公司行號發出的函件中，95% 都能用電腦處理的，但因要處理各種語文之通信，電腦使用費龐大，又不適於實用。

本書為適應所有商業情況，在以四種語文之日用體裁寫成大量信函的作業中，電腦處理部分而係由頭腦辦理者。本書附有詳明之索引，可用以輕易獲得正確資料。採用本書可以補救因翻譯而耗費時間與遺漏重要細部資料之缺點。

本書所收輯之標準文例，摘要與簡要型之格式等，均係在從事實務富有經驗的高級人士協助下，由日常通信中親自所使用之實例中精選而來。此等人士之累積經驗，無論對於撰寫商用書信或研究學習，均有莫大之助益。此外，由於資料豐富，內容廣泛，以及文例簡明等優點，雖勿須翻譯，亦必能使運用者之商業信函活潑而多彩。

截至目前為止，坊間出版之手册一類參考資料，大都是舊式例句，陳腐詞藻。本書則顯慮到反映 1970 年代之思想潮流及文章體裁之最新語法與表現。更置重點於明晰與簡潔，特別注意增大其對 Telex 處理之適應性。

本書可為辭書之補，甚或可以取代辭書之作用。且今後將一如辭書之編輯作不斷之改訂，並增加更多之外國文對照。此後之新版本將於範圍擴大之同時用語亦予更新。

負責編輯本書聯合作業之同仁，至今猶正繼續從事工作。謹在此敬向提供具有獨創性與高素質資料之各位協力人士與不屈不撓努力完成本書之同仁表示衷心之感謝。

各位讀者：相信本書對於各位寫作商業書信定能增進流暢與效率。承對本書寄予信賴，並此致謝。

Michel Eyquem de Montaigne once wrote that no writing could involve greater effort than the composition of letters—but that no other effort could offer greater promise of success. In business, the challenge is quite different. One indication of an executive's ability is his knack of conveying and soliciting information. Yet there exists one crucial difference between private letters and business correspondence. The former deals with situations which cannot be cast into specific molds, whereas business letters, however varied, conform to patterns which occur again and again. Ninety-five percent of all mail leaving an office can be computerized. When dealing with correspondence in various foreign languages, however, the cost of using computers becomes prohibitive.

In the "Encyclopedia of Business Letters in Four Languages", computerization is left to the human brain to devise an infinite variety of letters appropriate to every conceivable business situation and written in the informal style of the required language. The book's precise and detailed index quickly provides the executive with accurate information which, if translated, would consume a great deal of time and could still ignore essential details.

The concerted efforts of many senior managers, experienced in all facets of business, resulted in the selection of the standard sentences, paragraphs, and form letters which they themselves had been using in daily correspondence. Their accumulated experience can assist both the writer and recipient of business letters. In addition, the variety of material, the wide scope of ideas, and the succinctness of the examples provided are certain to enliven and stimulate business correspondence even when translations are not required.

In contrast to existing manuals which often use obsolete phrases and archaic terminology, "Encyclopedia of Business Letters in Four Languages" is concerned with modern usage and modes of expression reflecting the thinking and style of the seventies. Maximum emphasis has been placed on clarity and simplicity with special attention to the ever-expanding use of Telex.

Like the dictionary which this work will augment and—in many instances—replace, "Encyclopedia of Business Letters in Four Languages" will represent a continuous and ever-changing process. Eventually other languages will follow. Moreover, future editions will continue updating the terminology as well as enlarging the book's scope in order to embrace new fields as they develop.

The teamwork which produced this volume is continuing. Meanwhile, we would like to express sincere gratitude to all our collaborators for their indefatigable efforts as well as for the quality and originality of their contributions. To our readers, we offer thanks for their confidence with the assurance that this book will add immeasurably to the smoothness and efficiency of their business correspondence.

中文版譯者的話

中文版譯者的話

本書原版是用英語、西班牙語、法語和德語等四種語文對照編成，日本人則根據英語翻譯成日語列入，而將原有德語譯文全部刪除，成為日英西法等四種語文對照之版本。中央圖書出版社主持人林在高先生因見本書內容豐富，而且文字簡潔，不僅適合蓬勃發展中的我國對外貿易通信之需要，更對正在普及中的 Telex 通信電文之製作有更多的幫助；並以原版因四種語文對照排版，版面過大，裝訂成為巨冊，笨重不便。乃囑就英日兩種語文譯成國語而與英、法、西、德、日語對照，並分別以中英、中法、中西、中德、中日語單獨併列出版，將原版體積縮小，重量減輕，既便運用便利，並使讀者能選擇所要語文購置使用，減少浪費。本書遂在林先生精心策劃之下以及製版部門全體同仁之辛勤工作中完成問世。

日本譯者認為本書有如下幾個特點：

1. 是一本多種語文對照的書。
2. 一向日本國內所教學的貿易通信中所未有的狀況和話題甚為豐富。
3. 雖然是用書信方式所寫，但為便於 Telex 處理，文體新穎而簡練。
4. 以獨特的結構收輯了大量的文例。此外，它還具有 Encyclopedia（百科全書）的性質，不僅祇是書信範例，而且包含着各種相關的知識。

上列這幾點，確為本書的特長所在，而本書最主要特別之處，其實尚不止此。由於國際貿易範圍太廣，買賣雙方均不可能精通對方語文，雙方之交通橋樑，唯有借重雙方能懂之第三國語文。而所謂第三國語文並不僅限於英語一種，本書所選定對譯之英法西三種語文，已足以應用於世界大部份國家。除英語可應用於大多數國家之外，法語不僅能適用於法語系國家，在歐洲各國大都能懂，如與英語並用，更益之以德語，則對歐洲各國之通信將可夠用；西班牙語系則通用於西班牙語系國家，如南美諸國均通用；因此，加列國語後，應用於國際貿易，大致已無問題。更因文例簡練已至 Telex 化程度，書信文中可以抽換不同意義之語句，此種語句亦收輯豐富，可以一索即得，不僅不必費時翻譯，甚至對外文不甚通曉者亦能依照國語意義而正確靈活運用，實為本書最為特別之處，想亦必係原編輯者之用意所在。也正因為有此特點，本書在編排上看來似很雜亂，但如對目錄及索引善加利用，則可發現這種編排是很有規則有系統的了。

關於國語譯文，因原編輯人強調各國譯文不必直譯而用各國語文的自然文體，在盡可能保持原意原則下用國語意譯。但因國語有國語的風格，意譯之後難能與外文完全一致，其與直譯型態不免有出入，這點尚請讀者賜予諒解。

翻譯中有若干困難的地方，如：書信頭尾的客套語，英文有時在開頭一句 Thank you for……，在信尾寫一句 Sincerely yours 就夠了，而大多數的例文甚至是開門見山，什麼客套話都不寫。而國文的習慣信首有一大堆客套，信尾也有很多形式的問候語。尤其是在“請寄樣品一份”之類的請求語之後，由為荷二字到如承惠允無任感禱之至為止，可以寫出幾十個不同的套語來，為了符合商業書信 Telex 化的宗旨，國語譯文也一律簡化，開首用一個敬啟

者，末尾用一個為荷或其他類似的簡單問候語。另在抽換用的例句中，因為沒有前後文可供推測，譯出一個單字的意義有時很困難，每遇到這種困難時，只好再就法語和西班牙語來找出共同性的意義以決定國語的用字。

關於 representative, representation 與 agent, agency 等字的譯法，日語以及西法語均有不甚明顯甚至是混淆不清的情形，因我國外貿用語大都由英語譯來；本書部分國語係照英語翻譯，大致不會舛誤，但英語原文亦有未曾嚴加區分之嫌，譯者僅能於提 agent, agency 時就譯為代理商或代理人，selesman 才譯為推銷員或售貨員，而不便越俎代庖擅改原文。在這方面的不統一之處，要先向讀者致歉。

此外，遇有顯明錯誤時，能訂正者即予訂正，原文有疑問的地方則於譯文之末加註說明。惟國語譯文也難免有疎漏，或許又有新的錯誤，尚請各位不吝賜教，無任感禱。

最後希望本書對於日益發展的國際貿易通信有所幫助，更希望本書對於利用它的讀者能運用它簡練的文章，節約作文和翻譯的時間而達到通信的目的，使業務順利地推進，貿易有更大的發展，則本書對諸位讀者也能有所貢獻了。

譯者謹識

1980年10月

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