

“十二五”应用型系列规划教材

外贸英语函电

李贺 王国石◎主编

Foreign Trade English Correspondence



- ✓ 实用性
- ✓ 专业性
- ✓ 综合性
- ✓ 灵活性
- ✓ 规范性



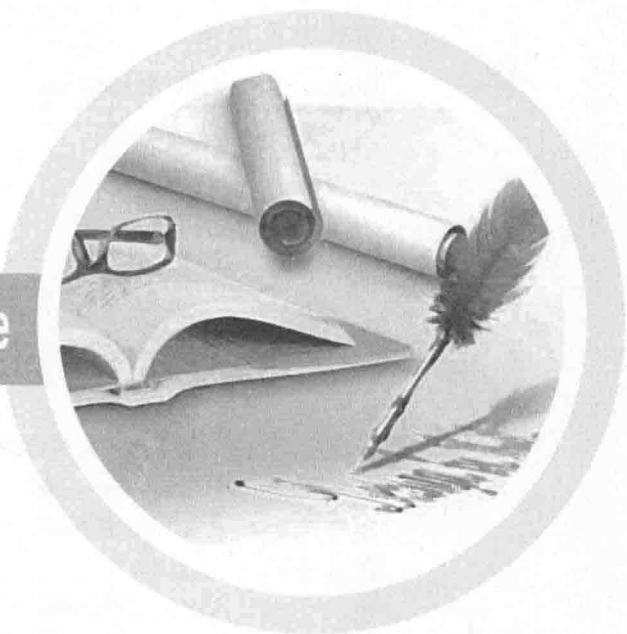
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图书在版编目(CIP)数据

外贸英语函电/李贺,王国石主编. —成都:西南财经大学出版社, 2013. 1

ISBN 978 - 7 - 5504 - 0974 - 3

I. ①外… II. ①李…②王… III. ①对外贸易—英语—电报信函—写作 IV. ①H315

中国版本图书馆 CIP 数据核字(2013)第 014892 号

外贸英语函电

WAIMAO YINGYU HANDIAN

李 贺 王国石 主编

责任编辑:王正好

助理编辑:廖术涵

装帧设计:墨创文化

责任印制:封俊川

出版发行	西南财经大学出版社(四川省成都市光华村街 55 号)
网 址	http://www.bookcj.com
电子邮件	bookcj@foxmail.com
邮政编码	610074
电 话	028 - 87353785 87352368
照 排	四川胜翔数码印务设计有限公司
印 刷	四川森林印务有限责任公司
成品尺寸	185mm × 260mm
印 张	13.5
字 数	320 千字
版 次	2014 年 4 月第 1 版
印 次	2014 年 4 月第 1 次印刷
印 数	1—3000 册
书 号	ISBN 978 - 7 - 5504 - 0974 - 3
定 价	29.00 元

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前 言

随着经济全球化浪潮的日益高涨，对外开放的不断扩大和深入，中国与世界各国之间的经贸往来日益密切，中国对外贸易国际化程度进一步加深，各行各业对外贸易往来更加频繁，更多的企业和部门将直接参与到对外经济贸易活动中去。在这种环境下，既要掌握娴熟的英语又要有扎实商务专业知识的复合型人才已成为市场的主要需求。外贸英语函电作为对外经济贸易往来中经常使用的联系方式，是开展对外贸易和相关商务活动的重要工具。正确掌握外贸函电的专业英语知识、写作技巧，并加以熟练准确地运用，从而成功完成外贸业务活动中的业务沟通，是国际贸易从业人员必须具备的专业技能和素质。

“外贸英语函电”作为一门融国际贸易和专业英语于一体的高职及应用型本科课程，既要讲授对外贸易业务各环节的基本核心知识，又要培养有关环节的英语表达能力，因此这门课程的教学目的是要培养既能磋商业务又能撰写函电的符合时代与社会日益迫切的需求的从事国际贸易活动的应用型复合型人才。

我们以多年从事外贸英语函电教学和长期外贸公司工作经验的双师型教师，参照国内外相关教材，根据目前世界经济发展情况，编写了这本最新实用型《外贸英语函电》。本教材的编写秉承转变教育观念，改革人才培养模式，注重职业岗位要求理念，按照应用为主、够用为宜、贴近实际的原则编写。

本书首先介绍了外贸函电的基础知识、写作原则、风格及方式，然后按照实际外贸交易程序组织内容，包含了建立业务关系、资信调查、促销、询盘、报价、还盘、接受、订购、付款方式、包装、运输、保险、投诉、索赔等国际商务情境下的商务信函，此外，内容还包括电传、传真与电子邮件的写作知识及商务社会信函等。

本书在编写时注重实用性与知识性并重，将外贸专业英语与相关的国际贸易知识有机结合起来，结构严谨，深入浅出。每章内容包括国际贸易通行惯例及相关业务知识简介、相关信函的写作要求、信函实例、注释、常用表达方式及充足的各式练习。通过大量的实例、注释及练习，系统地展示和强化了外贸的业务流程以及相应函电的格式、结构、写作特点、专业术语、常用词组、相关句型、常见表达方式等。本书内容针对性强，注重实用与交际能力的培养，语言规范，可操作性强。学生通过本书的学习，能举一反三，学以致用。

前 言

本书由李贺、王国石主编，参与本书编写的有赵新、郭晓光、吴笑男、闫向南、马春晓、徐远瑶、张建、李锦、宋艳艳、李婉茹，最后由李贺总纂并定稿。在编写的过程中查阅了相关的文献、教材以及网站，同时，也得到了西南财经大学出版社的大力支持，在此一并表示衷心的感谢。

本教材适用于国际经济与贸易、国际商务、商务英语、报关与国际货运、市场营销、电子商务、工商管理等专业方向的高职高专及应用型本科学生使用，同时也适用于已从事或有志于从事国际商务并参加外销员、单证员、报关师、商务英语等资格证书考试的人员使用。

由于水平有限，编写时间仓促，书中难免有不当之处，敬请各位专家、老师和读者在使用本书的过程中给予指正，并将建议及时反馈给我们，以便改进和完善。

编者

2014年1月于大连

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Unit 1

Basic Knowledge of International Business Letter Writing

1. Introduction of International Business Letter Writing

The letter has always been one of the most important communications since the character appeared. It undertakes the task of conveying information, exchanging minds, discussing details and so on. It is not an exaggeration to say that it is an important form to make society work smoothly, efficiently and forward. In today's highly developed and closely connected world, communication is becoming increasingly frequent and more important, especially in business community. The mode of communication consists of a variety of media. The written modes of communication in business world have always been popular as they generally provide a more permanent record of the messages transmitted. They include letter, memo, report, meeting agenda, minutes, etc. Among them, the letter is the most frequently used medium. It is the principal means used by business firms to get their business done in international trade. So good writing of letters paves the way to succeed in international business. It is necessary for students of foreign trade, people who are doing or are going to do international business to learn the basics and skills of good business letter writing.

Now, read the following business letter, and then answer the questions below.

(1) Business letter:

Allen Incorporation
1520 St. Louis Street
Los Angles, CA90015
U. S. A.

Your Ref: No. GBD/st/Perl

Our Ref: No. SY/JJ

December 28, 2013

Sales Dept.
Midtec Cables Ltd
Cotton Road
Exeter EX4 9DT
England

ATTN: Export Division

Dear Sirs,

Re: Our Order No. 2886

We have received your fax of 15 May, concerning the above order for 5 Kraftborr drills.

We are pleased to hear you will ship the drills immediately. We would appreciate it, if you could give us further details about the delivery. In particular, we would like to know the name of the ship that you are using, the departure date from Sweden and the expected arrival date in Spain.

We look forward to hearing from you.

Yours sincerely,

Allen Incorporation

(signature)

Fransis Stron

Sales Manager

Encl: Our Order No. 2886

C. C. : Ms Stenlund

P. S. : I'm going to be in London in ten days

(2) Questions:

- ① In what form or style is the letter arranged?
- ② What other widely used styles or forms of business letter do you know?
- ③ How many parts or elements are there in this letter?
- ④ Which are the essential parts and which are the additional ones?
- ⑤ How should you write the different parts?
- ⑥ Do you understand all the different parts here in this letter?
- ⑦ Do you know what all those abbreviations stand for?
- ⑧ Do you know from whom and to whom is the letter written?

2. The Formats of Business Letters

Business letters are usually arranged in one of the letter styles illustrated below. They are full – block format, semi – block format, indented format, and modified block format.

Many people dislike the indentations, so that the blocked styles have come to be much more widely used than before.

2.1 Full – block format

This letter style is very modern and has now become firmly established as the recommended way of setting out letters. The most remarkable features of a business letter written in the full – block are that every line starts block with the left hand margin. This includes the date, the inside address, the salutation, the subject heading, the body of the letter, the complementary closing, the signature and the enclosures. The letterhead is usually printed either on the left hand side or in the center of the upper edge of the writing paper.

(1) Format:

<p>1. ____The Letterhead_____</p> <p>_____</p> <p>_____</p> <p>2. Your Ref: No. _____</p> <p>3. Our Ref: No. _____</p> <p>4. The Date _____</p> <p>5. The Inside Address_____</p> <p>_____</p>
--

6. ATTN: (attention line) _____

7. Salutation _____

8. Re: (subject line) _____

9. The body of the Letter _____

10. Complementary Close _____

11. Signature _____

12. Encl (enclosure) _____

13. C. C. : _____

14. P. S. : _____

(2) For example:

Allen Incorporation
1520 St. Louis Street
Los Angles, CA90015
U. S. A.

Your Ref: No. Your Fax of 15 May
Our Ref: No. SY/JJ

December 28, 2013

Sales Dept
Midtec Cables Ltd
Cotton Road
Exeter EX4 9DT
England

ATTN: Export Division

Dear Sirs,

Re: Our Order No. 2886

We have received your fax of 15 May, concerning the above order for 5 Kraftborr drills.

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We look forward to hearing from you.

Yours sincerely,

Allen Incorporation

(signature)

Fransis Stron

Sales Manager

Encl: Our Order No. 2886

C. C. : Ms Stenlund

P. S. : I'm going to be in London in ten days

Note: The letterhead is usually printed either on the left hand side or in the center of the upper edge of the writing paper. When it is written, in compliance with the other parts under the full – block format, it is usually on the left hand side.

2.2 Semi – block format

This is a more conservative format of layout. It has long been customary to set the letter out in this format. Many people regard it as the most attractive one of all letter styles.

You will notice from the following illustration and specimen letter that most parts written in semi – block form start flush with the left – hand margin. But there are exceptions: the date is typed near the right – hand margin at the top of the letter; the first line of each paragraph is indented; the complementary close and signature begin to the right of the center of the paper. All the other elements are blocked against the left margin.

(1) Format:

	1. ____The Letterhead____ _____ _____
2. Your Ref: No. _____	
3. Our Ref: No. _____	
	4. The Date _____
5. The Inside Address _____ _____ _____	
6. ATTN: (attention line) _____	
7. Salutation _____	
	8. Re: (subject line) _____
9. The body of the Letter _____ _____ _____	

Dear Sirs,

Re: Our Order No. 2886

We have received your fax of 15 May, concerning the above order for 5 Kraftborr drills.

We are pleased to hear you will ship the drills immediately. We would appreciate it, however, if you could give us further details about the delivery. In particular, we would like to know the name of the ship that you are using, the departure date from Sweden and the expected arrival date in Spain.

We look forward to hearing from you.

Yours sincerely,

Allen Incorporation

(signature)

Fransis Stron

Sales Manager

8

Encl: Our Order No. 2886

C. C. : Ms Stenlund

P. S. : I'm going to be in London in ten days

2.3 The indented format

The main feature of this form is each line of the "inside name and address" should be indented 2 ~ 3 spaces, and the first line of each paragraph should be indented 3 ~ 8 spaces.

(1) Format:

<p>1. ____The Letterhead____</p> <p>_____</p> <p>_____</p>
--

外贸
英语
函电