

高等学校教材

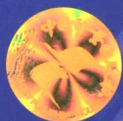
商贸英语写作

田利琪 张岩峰 白丽 主编

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内 容 提 要

本书主要介绍了商贸英语信函的写作, 内容涉及国际商贸活动的各个重要环节。书中引用了大量生动有趣的范例, 对其中的难点进行了解析, 并附有丰富的惯用英文表达法。书中还设置了大量习题并给出了参考答案, 利于读者进行自测。

本书可作为高等院校相关专业商务英语教学的教材和参考书, 也可供其他国际商务从业人员学习参考。

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前 言

我国加入世贸组织后，对外贸易飞速发展。目前，我国外资流入总额已居世界第一位。同时，随着外贸经营权的放开，国内企业的国际化程度迅速提高，急需大批具有商贸英语知识的专业性人才。为帮助广大读者尽快掌握商贸英语知识、提高实用能力，我们组织编写了这本《商贸英语写作》。

在国际商贸活动中存在大量的信函交往，传统的商务信函具有书面性质和法律效力；电子邮件、传真等新型商贸交往形式在写作方式、专业术语的使用等方面与传统信函是相通的。因此，本书主要介绍商贸英语信函的写作。

本书内容涉及国际商贸活动中各个重要的环节，通过引用大量生动有趣的范例，使读者不但能够学习和理解实用的商贸知识，同时也能掌握实用的英语表达方式。本书具有以下特点：

1. 对商贸英语各个环节的背景知识分单元进行了介绍，并附有丰富的惯用英文表达法，有利于读者学习提高。

2. 所选范例具有很强的代表性，不仅具有丰富的背景知识，而且行文流畅，语言清晰，表达准确，可读性很强。同时，对范例中的难点进行了解析。

3. 设置了大量的习题，并给出参考答案，以供读者进行自测。

本书可作为高等院校工商管理、经济管理等专业商务英语教学的教材及参考书，也可供其他国际商务从业人员学习参考。

由于时间仓促，加之编者水平有限，书中难免存在一些疏漏和不足，恳请各位专家和读者赐教指正。

编 者

2006年6月

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Unit 1

Introduction

English Business Letters

The business letter is the principal means used by a business firm to keep in touch with its customers. It is not only the only one that the customer forms their impression of the firm from the tone and quality of the letters it sends out. Good quality paper and an attractive letter-head play their part in this, but they are less important than the message they carry. Business does not call for the elegant language of the poet, but it does require us to express ourselves accurately in plain language that is clear and readily understood.

A letter is a personal contact. This contact is accomplished by putting words on paper. The writer of the letter puts on paper a message, thus a conversation begins. The writer has "first say," but he may, and often does, invite the reader to reply. As the letter pass back and forth, the two persons talk to each other until there is a meeting of minds; or, for lack of it, the conversation ends.

Good business letter writing is to write simply, is an easy and

Introduction

The business letter is the principal means used by a business firm to keep in touch with its customers. Often enough it is the only one that the customers form their impression of the firm from the tone and quality of the letters it sends out. Good quality paper and an attractive letter-head play their part in this, but they are less important than the message they carry. Business does not call for the elegant language of the post, but it does require us to express ourselves accurately in plain language that is clear and readily understood.

A letter is a personal contact. This contact is accomplished by putting words on paper. The writer of the letter puts on paper a message, thus a conversation begins. The writer has "first say," but he may, and often does, invite the reader to reply. As the letter pass back and forth, the two persons talk to each other until there is a meeting of minds, or, for lack of it, the conversation ends.

Good business letter writing is to write simply, is an easy and

natural way — like one friendly human being talking to another. Make your letter then, sound as much as possible like good conversation. Make them easy to read and easy to understand. They must be friendly and courteous. The often-stressed point that business letters should develop goodwill is a principle of vital significance. While writing business letters, always keep in mind the following Cs principles. They are clearness, conciseness, correctness, concreteness, completeness, considerateness and courtesy.

1. The Structure of a Business Letter

Usually business letters can be divided into two parts:

(1) Necessary part

Letter heading (信头)
Inside address (封内地址)
Salutation (称呼)
Body of the letter (正文)
Complimentary close (客套结束语)
Signature (签名)

(2) Additional part if needed

Reference number (编号)
Attention line (指定收信人姓名)
Subject line or heading (事由或标题)
Opening sentence (开头语)
Closing sentence (结尾语)
Enclosure (附件)
Postscript (附笔)
Carbon copy notation (抄送)

2. The Format of a Business Letter

	<i>Letter Heading</i>

	<i>Date</i>
<i>Reference number</i>	
<i>Inside address</i>	
<i>Attention line</i>	
<i>Salutation</i>	
<i>Subject line</i>	
<i>Opening sentence</i>	
<i>Body of the letter</i>	

<i>Closing sentence</i>	
	<i>Complimentary close</i>
	<i>Signature</i>
<i>Enclosure</i>	
<i>Carbon copy notation</i>	

A. Letter heading

Letterhead usually includes the name and address of the writer and the date. It can also contain telephone numbers, cable address, telex, web site and E-mail address. Letterhead is usually placed on the upper middle part of the writing page or the upper right part.

- (1) 136 Tower Street,
Toronto 4, Canada
May 12, 1996
- (2) P.O. Box No.1274
London, England
Jan. 2, 2002
- (3) 2 Cliford Street,
London, SW 4632IY, England
Aug. 21, 1998
- (4) P.O. Box 1098
Beijing, China
Feb. 12, 1999

The date's writing:

- (1) June 3, 2001
- (2) 1st October, 2000
- (3) 30 Nov., 2002
- (4) November 30th, 2002

Notes:

- ① Be sure not to use comma between the month and the date.
- ② Avoid using 00 for 2000 or 99 for 1999. Years should be written in full form in a formal letter.
- ③ Some of the months can be written in its short form. Such as, August (Aug.), November (Nov.). But please keep in mind that June, July, May have no short forms.

B. Inside address and attention line

The inside address contains the receiver's name and address. It's usually placed on the upper left part below the letterhead and it begins at the left hand margin. The inside address should be the same as the address written on the envelop. It can be written as the following order:

- (1) Name of person addressed (收信人姓名)
- (2) Title of person addressed (收信人职位, 头衔)
- (3) Name of organization (单位名称)
- (4) Street number and name (门牌号, 街道名称)
- (5) City, state and postal code (城市, 州, 邮编)
- (6) Country of destination (所达国名称)

For example:

Mr. Robert Keats

Director of Personnel

Windsor Knitting Mills Inc.

236 Magnolia Avenue

Spartanburg, South Carolina 29301

The United States of America

Attention line refers to the person or the department that is required to handle the letter. It is under the inside address. The usual ways of writing are as follows:

Attention: Mr. Thomas Green

Attention of Mr. Thomas Green

Attention of Marketing Manager

For the attention of Mr. Liu Ning

C. Salutation

Salutation is what the writer addresses the receiver. It is two or three spaces under the inside address and begin at the left hand margin. Salutation is often followed by a comma, but Americans also use colon. The usual ways of writing are as follows:

Dear Andy, (关系密切者之间使用)

Dear Miss Andy, (称呼未婚女子)

Dear Mrs. Andy, (称呼已婚女子)

Dear Ms. Andy, (称呼婚姻状况不明女子)

Dear Madam, (称呼不知姓名的女子, 不论婚否)

Dear Sir, (称呼不知姓名的男子, 不论婚否)

Dear Mr. Smith, (称呼男性, 不论婚否)

Dear A. K. Clancy, (性别不明时)

Dear Messrs. Pummel and Robert, (称呼两位以上的男性)

Dear Mses. Ross, Li and Winter, (称呼两位以上的女性)

Dear Sir or Madam, (姓名和性别不明时, 前面须用 Dear 一词)

Ladies and Gentlemen, (致信给单位时, 前面不用 Dear 一词)

D. The body of the letter

The body of the letter is the main part of a business letter. It follows the opening sentence and may contain several paragraphs. There is a double space between paragraphs. If one page is not enough and more pages are needed, please write down the receiver's name, number of the page and the date as follows:

(1) Ms. Nancy Winter

Page 3

July 2, 1997

(2) Page 4

May 5, 2000

Ms. Nancy Winter

(3) Page 4

The Eastern Seaboard Corp., Dec. 21, 2004

E. Complimentary close

Complimentary close is one or two spaces under the closing sentence. It begins to the right of the center of the page. Comma is used after it. There are many ways in writing complimentary close:

(1) Cordially, Cordially yours, Intimately yours, (亲密式)

(2) Sincerely, Sincerely yours, Yours sincerely, Very sincerely yours, (普通式)

(3) Your truly, Very truly yours, Yours very truly, Yours

faithfully, Faithfully yours, (正式)

(4) Respectfully, Respectfully yours, Yours respectfully, Very respectfully, (最正式)

(5) Love, Cheers! With love, Best wishes, Best regards, Warmest regards, Your devoted friend, (随意式)

F. Signature

The writer of the letter should sign his or her name under the complimentary close. Usually the name of the firm should also be typed out in capital letters. It's also necessary to type out the signatory's name and title under the signature. The format is as follows:

- (1) Faithfully yours,
THE EASTERN TRADING CO.
(Signature)
Richard Owen
Marketing Manager
- (2) Yours very truly,
THE INTERNATIONAL TRADING COMPANY
(Signature)
Charles Smith
Managing Director
- (3) Yours faithfully,
P.P. THE NATIONAL TRADING CO.
(Signature)
B.R. Jones

Notes:

P. P. is the short form of Per Pro. (Per Procuration). If P. P. or Per Pro is used before the name of a firm, it shows that the signatory signs for his firm not for himself.

G. Enclosure

If there are enclosures in a business letter, Encl. or Enc. should be written on the left bottom of the page. More than two enclosures should be noted as 2 enclosures, 3 enclosures, etc. Or with more details as the follows:

- (1) Encls: 2 Invoices (发票两张)
- (2) Enc. : 1 B/L, Bill of Loading (提单一张)
 - 1 Photo (照片一张)
 - 1 Certificate (证明书一张)

3. The Format of the Envelop

<i>Return Address</i>	<i>Mailing Directions</i>	<i>Stamp</i>
<div style="border: 1px solid black; width: 60%; margin: 0 auto; padding: 10px;"><i>Address</i></div>		
<i>Remarks</i>		

If the letter is a private one or a confidential one, you can note it in the place of remarks on the envelop like:

- (1) Private (私人信)
- (2) Personal (个人信)
- (3) Confidential (机密信)

You can also make it clear what style the letter is by writing in the place of mailing directions on the envelop as follows:

- (1) Registered (挂号邮件)
- (2) Express (快递邮件)

- (3) Ordinary Mail (平信)
- (4) Immediate/urgent (急件)
- (5) Printed Matter (印刷品)
- (6) Sample (样品)

Robert Kastens
Carbonite Corp.
1332 Second Avenue
Milford, Connecticut 06460
U. S. A.

Stamp

Ms. Yvette Carlson
Buying Manager
26 Princes Hwy
Narooma, NSW 2435
Australia

Introduction

Unit 2

Establishing Business Relations

As we know, the most important problem in foreign trade is how to seek clients. That is no customers, no business. Therefore, we must try by all means to seek for new connections while consolidating the old ones from time to time. We should find out sources of information for getting in touch with clients through which we secure necessary information are:

- (1) advertisements;
- (2) banks;
- (3) business houses of the same trade;
- (4) chambers of commerce both at home and abroad;
- (5) commercial counselor's office;
- (6) export commodities fairs & exhibitions;
- (7) Internet;
- (8) middlemen;
- (9) trade directory.

When wishing to establish business relations, you may often cover the following points:

- (1) The source of your information.
- (2) Your intention.
- (3) Self-introduction of your firm.
- (4) The reference as to your firm's financial standing and reputation.