

PRACTICAL HANDBOOK OF BUSINESS ENGLISH

国际商务英语 实用手册〔第二版〕

宋德利 张坚◎ 编著

PRACTICAL
HANDBOOK
OF BUSINESS
ENGLISH

 中国纺织出版社

内 容 提 要

本手册采用中英文对照的编排方式,利用大量实例,以外贸基本流程为主线,从报价、询价、包装、仓储、货运、海关等多个环节全面系统地介绍了外贸交易和谈判中商务英语的规范用法和谈判技巧;详细介绍了商务书信的基本格式和写法,商务谈判中常用的口语短句、词组和句法,并大量列举了商务函电中的英语词汇和短语的缩写写法。本手册具有极强的实用性,可帮助读者提高商务英语水平和外贸业务能力及对外谈判技巧,使读者能以简洁准确的语言决胜于国际商场。

本手册是国际贸易及相关行业商务人员的工具书,也可作为大中专院校师生的参考书。

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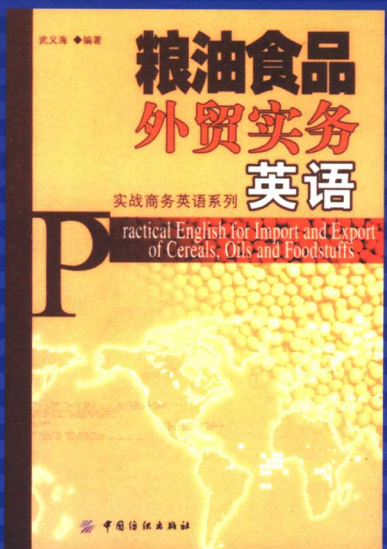
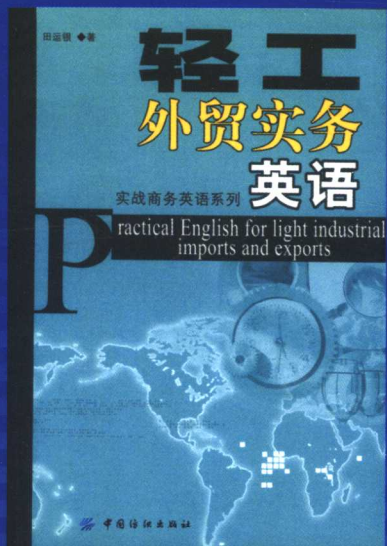
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国际贸易

操作实务

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前 言

(第一版)

经过 20 多年的改革开放，伴随着日渐加快的全球经济一体化的进程，中国经济不再是一个封闭的经济体系，而是逐步融入了世界经济体系之中，成为世界经济体系的一个重要的组成部分，并在其中发挥着越来越重要的作用。20 多年来，中国的对外贸易快速增长，国际投资日益增加，国际间商务活动和人员交流日益频繁，中国经济与世界经济体间建立了广泛而深刻的联系。尤其是中国加入世界贸易组织后，作为世界贸易组织的正式成员，中国将按世贸组织的规则参与国际间的经济活动，将进一步开放国内市场，降低关税，取消对国际投资的限制；同时，世界各国也将按照世界贸易组织的规则向中国的产品和企业开放市场，中国经济将再一次迎来一个国际经济合作的高峰，中国经济界也将面临着前所未有的机遇和挑战。

国际商务活动的大量增加，对我国商务、外贸从业人员的专业技能和素质提出了更高的要求，对外贸易、商务谈判都要求商务经理人和外贸从业人员具有高超的英文沟通能力和谈判技巧。因此，迅速提高自己的商务英语水平是每个商务经理人和外贸从业人员在职场竞争中取胜、在商场实战中占据优势地位的关键。商务英语与普通日常生活英语有很大区别，它要求正式、规范、礼貌，要以亲切而充满合作之意的语言准确表达己方的各种意图；在谈判和交易过程的诸多环节中，都有特定的表达方式；缩略语、专用语也较多。商务英语自身的特点导致对它的掌握和准确应用具有极大的难度，尤其对商务外贸界的新手更是如此。为帮助业内人士提高英文沟通水平和谈判技巧，北方国际集团天津纺织品进出口有限公司原副总经理张坚先生亲自主持、策划和审稿，宋德利先生编撰了本手册。本手册针对涉外商务实践中面对问题的难点，总结了多年实践经验，对商务谈判和对外贸易过程中的各个环节的英语沟通给出了多种答案范本，既可帮助读者提高商务英语水平，又可帮助读者提高对外贸易的业务能力和商务谈判的技巧，具有极强的实用性，是商务经理人和外贸从业人员工作中的好老师、好帮手。

本手册采用中英文对照的编排方式，侧重商务英语中读、写、说三方面技能的训练，以外贸基本流程为主线，从报价、询价、包装、仓储、货运、海关等多个环节，展示了商务谈判和对外贸易整个交易过程中规范的商务英语的各种用法，收集了外贸实务中每个业务环节的英语应用的知识点和要点；采用了大量的实例和情景

对话形式，模拟了外贸交易和谈判过程中各个环节可能遇到的商务场景，汇集了大量的外贸词汇、语法和常用语，全面系统地介绍了商务活动的各个环节中常用的对话和谈判技巧；本手册还详细介绍了商务书信的基本格式和写法，商务英语谈判常用的口语短句、词组和句法，并大量列举了商务函电中英语词汇和短语常用的缩写写法。本手册涵盖了外贸业务的各个环节，汇集了商务英语中的精华，能帮助商务、外贸从业人员以简洁准确的语言决胜于国际商场。

在编写这本业务实用手册的过程中，曾得到公司各级领导和有关人士的大力支持和帮助，查阅了大量的有关资料，在调查研究的基础上进行了认真细致的编写工作，前后历时三年，经过多次的修改和推敲，才得以与读者见面。希望这本英语实用手册能成为广大读者得心应手的工具，能够帮助广大读者熟练掌握涉外商务流程和用语，深谙国际商务谈判技巧，在商务活动中沟通无障碍。

在此，对浙江凌龙纺织有限公司深表谢意，对曾经支持和帮助过我们工作的同事、朋友表示谢意。

由于经验不足、水平有限，肯定会有很多不足之处，敬请大家批评指正，衷心谅解。

北方国际集团天津纺织品进出口有限公司

宋德利 张坚

2006年3月

前 言

(第二版)

本书自 2002 年 6 月第一次出版发行以来, 受到各界专家和广大读者的欢迎与厚爱。对此表示深深的谢意。

近年来, 尤其是我国加入世贸组织以后, 伴随着世界各国科学技术的发展、知识信息网络化和经济全球化的巨大变化, 原《国际商务英语实用手册》一书的内容, 在客观上已经不能满足广大读者的需要, 我们意识到有必要进行一次扩版、修改和更新, 才能满足广大读者的需要。

在本次修订过程中, 我们对每一条目、义项、例证和习语都作了重新查核。一方面保留了原版本中大部分正确有用的内容, 另一方面参考 20 世纪 90 年代出版的各种最新词汇和条目作了重新调整, 纠正了原版本内容中的谬误和疏漏, 补充提供了有关条目的最新信息, 删除了部分比较生僻和偏废的词语, 致使新版后的内容翔实丰满, 面貌焕然一新。相信新版后的《国际商务英语实用手册》一书定会受到广大读者的关爱和欢迎, 成为他们得心应手的工具书和日常工作生活的良师益友。但由于作者水平的局限以及其他诸方面的因素。书中仍然存在很多不足之处, 敬请各位专家和广大读者不吝赐教, 以期将来有机会修改时加以纠正 (我们的联系方式是: bosheng10@126. com)。

北方国际集团天津纺织品进出口有限公司

宋德利 张坚

2006 年 8 月

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1 国际商务英语函电的首尾常用词语

1.1 开头语表达法

国际商务函电的开头部分对于函电整体结构至关重要,决定了此篇函电能否清晰表达发电人的意图和目的。其中常用语组及例句如下所示。

1.1.1 特此奉告

to inform one of; to say; to state; to communicate; to advise one of; to bring to one's notice (knowledge); to lay before one; to point out; to indicate; to mention; to apprise one of; to announce; to remark; to call one's attention to; to remind one of; etc.

- (1) We are pleased to inform you that ...
- (2) We have pleasure in informing you that ...
- (3) We have the pleasure to apprise you of ...
- (4) We have the honour to inform you that (of)...
- (5) We take the liberty of announcing to you that...
- (6) We have to inform you that (of)...
- (7) We have to advise you of (that)...
- (8) We wish to inform you that (of)...
- (9) We think it advisable to inform you that (of)...
- (10) We are pleased to have this opportunity of reminding you that (of)...
- (11) We take the advantage of this opportunity to bring before your notice ...
- (12) Please allow us to call your attention to...
- (13) Permit us to remind you that (of)...
- (14) May we ask your attention to...
- (15) We feel it our duty to inform you that (of)...

1.1.2 专此奉告

- (1) The purpose of this letter is to inform you that (of)...
- (2) The purpose of this line is to advise you that (of)...

- (3) The object of the present is to report you that ...
- (4) The object of this letter is to tell you that ...
- (5) By this letter we purpose to inform you that (of) ...
- (6) Through the present we wish to intimate to you that ...
- (7) The present serves to acquaint you that ...

1.1.3 惠请告知

- (1) Please inform me that (of) ...
- (2) Kindly inform me that (of) ...
- (3) Be good enough to inform me that (of) ...
- (4) Be so good as to inform me that (of) ...
- (5) Have the goodness to inform me that (of) ...
- (6) Oblige me by informing that (of) ...
- (7) I should be obliged if you would inform me that (of) ...
- (8) I should be glad if you would inform me that (of) ...
- (9) I should esteem it a favour if you would inform me that (of) ...
- (10) I will thank you to inform me that (of) ...
- (11) You will greatly oblige me by informing that (of) ...
- (12) We shall be obliged if you will inform us that (of) ...
- (13) We shall be pleased to have your information regarding (on, as to, about) ...
- (14) We shall deem it a favour if you will advise us of ...
- (15) We shall esteem it a high favour if you will inform us that (of) ...

1.1.4 兹确认本公司某月某日函

- (1) We confirm our respects of the 10th May ...
- (2) We confirm our letter of the ... of this month ...
- (3) We confirm our last letter of the 10th June ...
- (4) We confirm the remarks made in our respects of the 10th July ...
- (5) We confirm the particulars of our enquiry by telephone of this morning ...
- (6) In confirming our telegram of this morning ...
- (7) Confirming our respects of the 10th May ...

1.1.5 敬悉贵公司某月某日来函

- (1) We have pleasure in acknowledging receipt of your esteemed favour of the 3rd May. . .
- (2) We pleased to acknowledge receipt of your favour of the 1st June . . .
- (3) We have to acknowledge receipt of your favour of the 1st July . . .
- (4) Your letter of April 10 gave me much pleasure. . .
- (5) Your esteemed favour of the 7th May was received by us . . .
- (6) Your favour of the 5th June is duly to hand. . .
- (7) Your favour of the 10th is to (at) hand. . .
- (8) We are in due receipt of your favour dated the 7th June. . .
- (9) We are in receipt of your letter of the 7th July. . .
- (10) We are in possession of your letter of the 5th April . . .
- (11) We have duly received your favour of the 5th March. . .
- (12) Your letter of yesterday's date is duly to (at) hand . . .
- (13) Your esteemed communication of yesterday's date is just to (at) hand. . .
- (14) We thank you for your favour of the 5th May . . .
- (15) We are obliged for your letter of the 5th May . . .
- (16) Many thanks for your letter of the 5th June . . .
- (17) Your favour of the 5th May has just reached me . . .
- (18) Your favour of the 5th May is duly received . . .
- (19) Your favour of the 5th May is now before me. . .

1.1.6 敬复贵公司某月某日来函

- (1) I have the pleasure of stating, in answer to your inquiry of the 4th inst. , that . . .
- (2) In reply to your letter of the 5th of May, I have to inform you that (of) . . .
- (3) I hasten to answer your inquiry of the 15th May, by stating that. . .
- (4) We are in receipt of yours of the 5th June, in reply to which we are pleased to state that. . .
- (5) In reply to yours of the 10th May, relative to . . . I would say that. . .
- (6) I am in receipt of your favour of the 7th May, and in response I inform you that (of) . . .

- (7) In response to your letter of 10th May, I wish to say that...
- (8) In answer to your favour of the 5th May regarding ... I reply as follows:
- (9) In reply to your letter of February 8th, I inform you that (of) ...
- (10) Replying to yours of the 8th of February regarding ... I would say that...

1.1.7 本公司深感遗憾,必须奉告……

- (1) We regret to inform you that (of) ...
- (2) We are sorry to have to draw your attention to...
- (3) We regret to have to say that...
- (4) We regret to advise you that ...
- (5) We very much regret to announce you that ...
- (6) It is most regrettable that we have to inform you that (of)...
- (7) It is with our greatest regret that we must inform you that (of)...
- (8) To our greatest regret that we must inform you that (of)...
- (9) It is with regret and reluctance that we have to inform you that (of) ...
- (10) It gives us a deep sorrow that we have to announce you that ...
- (11) It causes me much sorrow to have to say that...
- (12) I feel sorry for having to announce you that...
- (13) I express my sorrow for announcing you that...

1.1.8 本公司深感遗憾,得悉……

- (1) We are very sorry to hear (know) that ...
- (2) We are grieved to hear of (about)...
- (3) We are indeed sorry to hear that ...
- (4) We very much regret to hear that...
- (5) We regret to hear of (that)...
- (6) We regret to receive your information...
- (7) We regret that we have been informed that (of) ...
- (8) To our deep regret we were informed that (of)...

1.1.9 敬谢贵公司某月某日之函询

- (1) We thank you very much for your inquiry of the 10th May...
- (2) I thank you for your inquiry of the 10th May...

(3) We are very much obliged by your enquiry dated the 10th May...

(4) I thank you for your inquiry of July 10...

(5) Thanks for your kind enquiry of May 5...

1.1.10 谨此随函附上……请查收……

(1) Enclosed please find...

(2) Enclosed we hand you...

(3) We enclose herewith...

(4) Herewith we have the pleasure to hand you...

(5) We have pleasure in enclosing herewith...

(6) We take the liberty to enclose herein...

(7) We are pleased to enclose herewith...

(8) We are pleased to hand you enclosed...

1.1.11 遵照贵公司某月某日函指示……

(1) In accordance with the instructions given (contained) in your favour of the 10th May...

(2) According to the directions contained in yours of the 6th May...

(3) According to the instructions given in your letter under date of the 20th of last month...

(4) In conformity with (to) your instructions of the 10th this month...

(5) Pursuant to your instructions of May 10...

1.1.12 关于详情,将于下次奉告

(1) Particulars will be related in the following.

(2) I will relate further details in the following.

(3) I will inform you more fully in my next.

(4) I will go (enter) into further details in my next.

1.1.13 详述如下……

(1) As stated below...

(2) Annexed hereto...

(3) Attached you will find...

(4) As shown on the next page...

- (5) As indicated overleaf. . .
- (6) As at foot hereof . . .
- (7) Sent with this. . .
- (8) As the drawings attached. . .
- (9) As shown in the enclosed documents. . .
- (10) As already mentioned. . .
- (11) As particularized on the attached sheet. . .
- (12) As detailed in the previous letter. . .

1.2 结尾语表达法

国际商务函电的结尾语一般用来总结本函电所谈的事项,提示对受信人的要求,另外也附加一些略带客套的语气。其中常用语组及例句如下所示。

1.2.1 深盼贵公司及早回复

- (1) We hope to receive your favour at an early date.
- (2) We hope to be favoured with a reply with the least delay.
- (3) We await a good news with patience.
- (4) We hope to receive a favourable reply per return mail.
- (5) We await the favour of your early (prompt) reply.
- (6) A prompt reply would greatly oblige us.
- (7) We trust you will favour us with an early (prompt) reply.
- (8) We trust that you will reply us immediately.
- (9) We should be obliged by your early (prompt) reply.
- (10) Will you please reply without delay what your wishes are in this matter?
- (11) Will you kindly inform us immediately what you wish us to do?
- (12) We request you to inform us of your decision by return of post.
- (13) We are awaiting (anxious to receive) your early reply.
- (14) We should appreciate an early reply.
- (15) We thank you for the courtesy of your early attention.
- (16) We hope to receive your reply with the least possible delay.
- (17) Kindly reply at your earliest convenience.
- (18) Please send your reply by the earliest delivery.