



二十一世纪高职高专院校规划教材



实操商务英语教程
Practical Business English

函电

Business Letters & Correspondence

总主编 ■ 许德金

 首都经济贸易大学出版社



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江苏工业学院图书馆
藏书章

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 首都经济贸易大学出版社

图书在版编目(CIP)数据

“1+1”实操商务英语教程. 函电/许德金总主编. —北京:首都经济贸易大学出版社, 2009. 8

ISBN 978-7-5638-1702-3

I. 1… II. 许… III. 商务—英语—电报信函—高等学校—教材
IV. H31

中国版本图书馆 CIP 数据核字(2009)第 130950 号

函 电

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出版发行 首都经济贸易大学出版社
地 址 北京市朝阳区红庙(邮编 100026)
电 话 (010)65976483 65065761 65071505(传真)
网 址 <http://www.sjmcb.com>
E-mail publish@cueb.edu.cn
经 销 全国新华书店
照 排 首都经济贸易大学出版社激光照排服务部
印 刷 北京市业和印务有限公司
开 本 787 毫米×960 毫米 1/16
字 数 283 千字
印 张 14.75
版 次 2009 年 8 月第 1 版第 1 次印刷
印 数 1~4 000
书 号 ISBN 978-7-5638-1702-3/H·105
定 价 26.00 元

图书印装若有质量问题,本社负责调换
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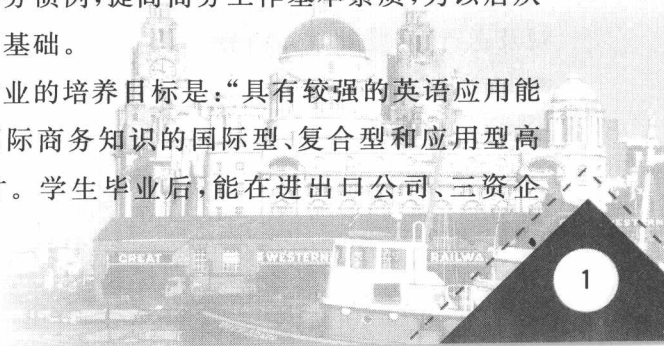
Preface

在全球经济一体化和国际贸易不断加强的背景下,每个国家都意识到国际贸易的重要性,越来越多的国家加入了世界贸易组织,很多跨国企业也在试图把商业的触角延伸到世界的每个角落。

为适应国际经济贸易交流合作的需要,越来越多的人从事着国际贸易相关工作,众多学校开设外贸、商务等相关专业,培养出大批专业性强、能力出众的人才。

“商务英语”是在国际商务活动中使用的语言,它是商务英语专业课程体系中重要的组成部分。商务英语的教学是在一定商务和经济背景下,训练学生的语言技能和商务技能。“商务英语”教学的任务是在使学生了解有关商务知识的基础上,培养英语听、说、读、写、译的能力,从而使学生能在商务场合中自如得体地运用语言、熟悉并掌握当代商务理念和国际商务惯例,提高商务工作基本素质,为以后从事商务工作打下基础。

商务英语专业的培养目标是:“具有较强的英语应用能力且熟练掌握国际商务知识的国际型、复合型和应用型高级英语专门人才。学生毕业后,能在进出口公司、三资企



业、跨国公司中国代理、境外中资机构、国际经济技术合作与服务公司等企业中从事国际商务、谈判、管理、翻译和文秘工作。”

对于高职高专阶段的学生来说,要坚持以服务为宗旨,以就业为导向,走产学结合的发展道路。结合高职高专阶段学生的英语水平和教学特点,我们把高职高专阶段商务英语课程的教学目标确定为“掌握在国际商务领域中使用英语进行交际的技巧;掌握商务英语信函的基本写作方法;能进行基本的商务英语对话”。

针对商务英语专业的教学特点,结合高职高专阶段人才培养的方向,我们策划出版了这套“1+1”实操商务英语教程,本套丛书有以下几个特点:

■ 商务知识+英语语言

本套丛书把商务知识与英语语言有机地结合起来,既传授外贸商务交流知识,介绍商务交际技巧,又训练英语语言技能。整套丛书中“商务是用英语介绍的商务,英语是介绍商务的英语”:《函电》、《单证》用英语介绍了外贸流程中的各种商务知识;《口语》、《视听说》、《翻译》主要是训练英语技能,但交流的内容仍是各种各样的商务主题;《阅读》不但扩大了学生的英语阅读量,更增加了学生对商务知识和背景的理解;《欧美文化概况》主要阐述了西方欧美文化背景和文化渊源,尤其介绍了当今欧美国家的商务文化,便于学生从更高的层次、更深的角度来理解欧美商务知识。

■ 外贸流程+商务场景

本套丛书从外贸流程和商务场景两个角度着手,深刻阐述了外贸商务知识。《函电》、《单证》主要以外贸流程为主线,介绍外贸流程中的建立业务关系、询盘、报盘、签约、包装、运输、支付、保险、索赔,以及外贸流程中涉及的信用证、发票、运输单据、报检单据、原产地证、报关单、保险单、汇票等各种单据的处理;《口语》中的参加贸易洽谈会、接待国外友人、参观国外工厂、商务谈判、景点参观及送行、问题处理,及《视听说》中的介绍问候、工作经历、商务旅行、产品说明、面试、应聘、广告、商贸会、商务会议、价格谈判、订购、投诉道歉、洽谈签约、国际贸易等都是从商务场景出发来阐述商务知识的;《翻译》主要以商务名片、商标与标识语、公司简介、产品说明书、公关文稿、广告、会展英语、商务信函、合

同与协议、客户招待这些商务主题为主线来介绍翻译技巧;《欧美文化概况》更是从历史和现实的角度,来阐述欧美文化渊源和欧美现代商务文化现状。

■技巧策略+仿真训练

无论学习哪方面的知识,实用都是最重要的。本套丛书以“实用”为目标:在商务方面,注重对外贸商务流程的阐述及各环节问题的处理,着重介绍商务交流技巧,各种真实的商务交流情景,又便于学生在仿真的环境中进行模拟训练。

■书面技能+口语交流+文化背景

本套丛书从书面、口语、文化三个维度来阐述商务英语知识。《函电》、《单证》主要处理对外商务信函和各种单据;《口语》、《视听说》主要从口语交际方面进行听说训练;《阅读》提供大量的商务英语主题阅读知识,使学生从更宽、更广的层面理解商务知识;《欧美文化概况》从阐述文化渊源,到欧美商业文化现状,在整体上宏观叙述了欧美文化的背景;《翻译》从笔译、口译两个角度出发,训练英语笔译和口译能力。

■专项训练+地道沟通

整套丛书分为《函电》、《单证》、《口语》、《视听说》、《翻译》、《阅读》、《欧美文化概况》七个专项,从各个角度对学生进行专项训练。《函电》、《单证》主要从商务流程角度,《口语》、《视听说》、《翻译》主要从英语交际技巧方面,《阅读》、《欧美文化概况》更多的是从商务背景和文化背景角度来阐述,全面拓展商务知识,全面提高英语交际能力,打造“商务”和“英语”两方面都强的复合型人才。

■以学生为主体

本套丛书体现以学生为主体的原则。学生是学习的主体,只有把学生的学习兴趣激发出来,让他们积极、主动地去学习,才能达到最好的效果。本套丛书注重学生的实际演练,实训性强。《函电》、《单证》实训外贸流程中的信函、单据;《口语》、《视听说》按商务场景进行模拟实训;《翻译》训练英译汉、汉译英中的翻译技巧;《阅读》训练综合阅读能力。整套丛书从不同层面、不同角度来训练学生的各种商务能力。

■教师用书+课程资源

本套丛书配有相应的指导用书,供教师教学时参考使用。教师用书在学生用书的基础上,更加注重了指导性,如《单证》配有《单证员考试指导用书》;在知识和材料上也进行了拓展,如《阅读》的教师用书补充了相关主题的背景专题知识。《口语》、《视听说》配有视频素材,便于学生进行真实场景模拟和视听说训练。

本套丛书从商务、英语两个专业领域,以外贸流程和商务场景为主线,注重技巧和仿真训练,全面、系统地训练学生的商务技能。这是本丛书的一大特色!

只有对一套教材进行创新并得到使用者的认同,才能使之不断完善,这需要一个过程,更需要专业人员的智慧。在此,特别感谢为本书做出贡献的专家、学者及专业教师。同时,也希望广大专业人士不断提出宝贵意见和建议,使本套丛书不断趋于完善。

“1+1”实操商务英语教程编委会



前言

Introduction

英语语言基础在商务英语教学中的重要地位和作用是显而易见的,在经济全球化浪潮的冲击下,各种涉外工作对外语人才特别是商务人才的要求越来越高。这也对教学和教材的编写提出了更高的要求。由于商务英语教学研究起步较晚等方面的原因,出现了相关教材跟不上形势的状况,有关商务英语《函电》方面的教材也不例外。有鉴于此,我们特组织常年奋战在一线且有丰富经验的教师编写了本教材。

“1+1”实操商务英语教程中的《函电》是高职高专院校商务英语、国际经济与贸易及国际商务专业的核心专业课程之一,是一门将英语与外贸业务相结合的课程。本书主要介绍外贸实务中各种商务英语信函的写作格式和表达方法及在对外贸易各个环节中的具体做法,旨在提高学生英语水平的同时,使其熟练掌握外贸业务中常用的基本业务知识、相关专业术语及表达技巧,进而培养和提高自己的外贸业务工作能力。

本书共分十四单元。其中,第一单元系统介绍了英文商务信函写作的基本知识及写作技巧,第二单元至第十三单元按照对外贸易环节,依次介绍业务关系建立、询盘及回

复、报盘与还盘、接受与签约、包装、装运、汇款和托收、信用证、保险、商品检验、抱怨与索赔、代理等内容,第十四单元对电子商务进行了较为扼要地介绍。

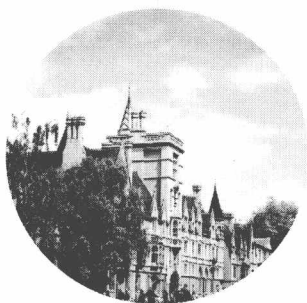
本书在内容上编写工整,具体章节设计思路如下:一、概述(Introduction),为了使 学生熟悉相关环节的理论知识,本书对相关环节的业务知识及背景进行了讲解。二、信函样例(Specimen Letters),通过对信函样例的讲解,使学生了解并掌握相关交易环节逻辑思维方法及写作技巧。三、常用句型(Sentences Commonly Used),通过对句型的分析讲解,在帮助学生提高语法及词汇运用能力的同时,使学生熟练掌握在相关交易环节中常用的句型。四、生词、词语(Words & Expressions),帮助学生巩固相关知识。在上述思路下,相关专业学生通过系统的学习,不仅可以掌握正确的函电撰写方法,同时能进一步巩固其国际贸易理论与实务的相关专业知识;在掌握书信撰写方法及相关句型的基础上,学生不仅能够正确理解、翻译及填制一般的英文合同、协议及单证,而且还可以轻松地与客户通过书信等方式进行交流,从而达到互惠互利的目的。

《函电》的编写原则:一是坚持针对性,以高职高专院校学生为着眼点,为其从事商务活动打好听说基础;二是强调技能性,通过讲解大量信例、常用句型来训练并提高学生的写作技能,同时也兼顾了学生语法、阅读等方面应用能力的全面培养。

本书由严新党、刘红担任主编,负责全书的策划设计和审稿,并参与编写本书部分内容。郭松珍、毛灿贞为副主编,负责本书部分内容的编写及全书的统稿工作。本书的 Unit 1、Unit 3、Unit 4、Unit 5、Unit 6 由郭松珍编写,Unit 2 由严新党编写,Unit 7 由庞乐宁编写,Unit 8、Unit 9 由毛灿贞编写,Unit 10 由王国英编写,Unit 11 由李德安编写,Unit 12 由孟宪玲编写,Unit 13、Unit 14 由刘红编写,张丽叶、蒋慧萍、侯斌在本书编写过程中负责稿件审读。

由于编者水平有限,加之编写时间仓促,疏漏和不妥之处在所难免,恳请广大读者不吝指正。

编 者



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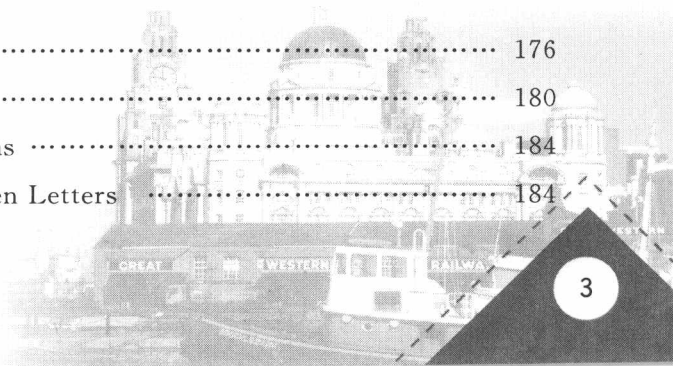
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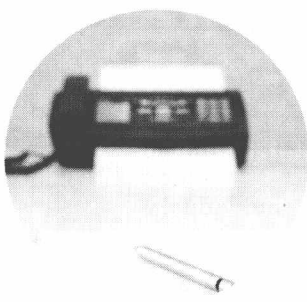
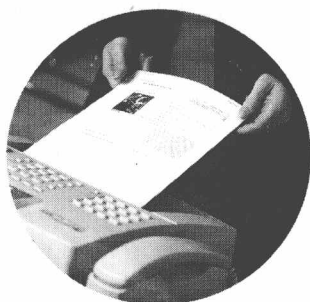
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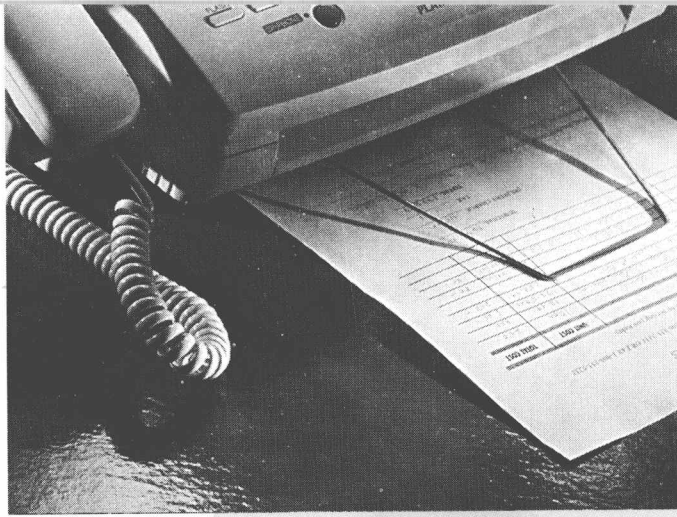
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Unit 1

The Rules, Styles and Structure of Business English Letter



► I. *Writing Rules for Business Letters*

With the development of international trade, communication between individuals and groups is becoming more and more frequent and important. As an important form of communication, business letters have been used for many years and still play an important role in business negotiation. To some extent, a good business letter is a good advertising of a company and can deliver the company's images to its customers. An untidy or ungrammatical letter gives the instant impression that the company's product or service is equally flawed. On the other hand, upon receiving a handsomely spaced, well-constructed, and well-organized letter, the customer will unconsciously assume that the letter must come from an up-to-date, well-organized, and successful business.



Generally speaking, in order to achieve the purpose successfully, the writer can adopt the “7Cs”: completeness, concreteness, conciseness, clarity, courtesy, consideration and correctness.

1. Completeness

Completeness means that the business letter must contain all the necessary information. A complete business letter can be very successful and highly effective because it can make the recipient know how to give a satisfactory reply immediately. So see to it that all the matters should be stated and all the questions should be asked in an outgoing letter and that all the details should be mentioned and all the questions should be answered in a replying letter. If the recipient cannot answer some of the questions for the time being, he should also give a reasonable explanation to make the whole business letter be complete.

2. Concreteness

Concreteness means that the business letter should be specific, definite rather than vague, abstract and general. Undoubtedly, a concrete business letter can make the recipient correctly realize the writer's purpose or intention immediately and exactly know how to react upon the letter received. To some extent, the exchange of business letters is in fact a form of business negotiation. Therefore, when writing a business letter concerning about the trade terms and conditions or the qualities or characters of the goods, the writer should use some specific facts and figures to make the business letter be concrete.

3. Conciseness

Conciseness means complete information but briefest expression without sacrificing clarity and courtesy. A good and effective business letter should be clear, concise and without any repetition. Generally speaking, a business letter can be one page long, so the writer should use simple words or phrases and try to avoid some wordy languages or out-of-date commercial jargons. If the letter

requires more than one page, just use plain sheets of the same size and quality without the letterhead. And the additional sheets should be numbered at the top. The name or initials of the recipient should also appear at the top of the sheets.

4. Clarity

Clarity means to express the idea clearly and directly in the simplest language. An effective business letter must use short, simple sentences and straightforward vocabulary. The easier a letter is to read, the better. Therefore, when writing the business letter, the writer must make sure that what he writes is so clear that it cannot be misunderstood.

5. Courtesy

Courtesy means to tactfully show the honest friendship, thoughtful appreciation, considerate understanding and heartfelt respect in the business letter. To the writer, he should write the letter sincerely and adopt the right tone and appropriate voice. To the recipient, after reading the letter, he should express his pleasure at receiving the letter and give a reply as soon as possible or make an explanation as to the inability to give an immediate reply. Sometimes even if the subject matter is quite sensitive, the writer should still try to be friendly no matter how upset he is with the recipient. And the writer is much more likely to get the desirous response if he can remain courteous.

6. Consideration

Consideration means that the writer of the business letter should always put himself in the position of the recipient and take the recipient's wishes, demands, interests and difficulties into careful consideration. Therefore, when writing a business letter, the writer should take the recipient's attitude, i. e. "You-attitude" and avoid taking the writer's attitude, i. e. "We-attitude". Under such circumstance, the requirement to be put forward will be more practical and reasonable.