

■ 21世纪经济与管理规划教材

# 实用国际 商务英语

English for Practical International Business

张岩峰 白 丽 主编  
刘 璞 张 亮

English for Practical  
International  
Business



 中国质检出版社

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English for  
Practical International Business

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## 内 容 提 要

本书介绍了国际商贸活动的各个重要环节。书中引用了大量生动的范例, 对其中的难点进行了解析, 并附有丰富的惯用英文表达法。

本书可以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

目前,我国对外贸易正在发生深刻的变化,贸易结构的变化,产品结构调整和优化,贸易总量的持续扩大,贸易市场多元化,所有这一切都大大深化了中国与发达国家、其他新兴经济国家及发展中国家的经贸往来。在这样的背景下,迫切需要各层次具有商贸英语知识的专业人才。为此,本书编委会全体同仁辛勤工作,搜集国内外商贸英语案例,编写了这本《实用国际商务英语》。

本书共有16章,内容涉及国际商贸活动的各个重要环节,通过引用大量中外商贸活动典型案例,使读者不但能够学习和理解实用的商贸知识,同时也能有效地掌握专业英语表达方式。另外,本书每章后面附有商贸活动中需要了解的商务礼仪、惯例、专业表述、常用语句等,方便读者自学。

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指正。

编 者

2011年4月

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## *Chapter One*

# **Business Letters**

## **1. 1 Introduction**

Business letters are the most frequently used forms of communication. Business executives are supposed to write good business letters so as to carry out routine business efficiently.

All business letters have two main functions. One is to ask for and give a reply to an enquiry, offer, order or complaint. The other one is to keep a record of all the important facts for ready reference. An effective business letter will say what the writer wants clearly and simply.

A business letter that is neat, easy to read, and presents a professional image will leave a good impression on the reader.

## **1. 2 How to Write Business Letters**

### **1.2.1 The 7 “Cs” Principles for Business Letter Writing**

#### **Clarity**

Try to express yourself clearly. Keep in mind the purpose of the letter; Use appropriate words in correct sentence structures; Avoid ambiguous sentences.

#### **Conciseness**

Say things in the fewest possible words. Try to avoid wordiness or redundancy.

#### **Courtesy**

Not mere politeness. Always keep in mind the person we are writing to, see things from his

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point of view, visualize him in his surroundings, see his problems and difficulties and express our ideas in terms of his experience.

### Consideration

It emphasizes You-attitude rather than We-attitude. Keep the reader's request, needs, desires, as well as his feelings in mind.

### Correctness

Appropriate and grammatically correct language, factual information and accurate reliable figures, as well as the right forms and conventions.

### Concreteness

Make the message specific, definite and vivid.

### Completeness

Provide all the information and data necessary for a specific issue.

## 1.2.2 The Structure of Business Letters

### Letterhead

The letterhead indicates the name, address, telephone, fax number and E-mail address of the company sending the letter. Many companies use letterhead stationery. If letterhead stationery is not available, you can type the heading, which includes a return address, and leaves about a two-inch top margin.

### Reference

The reference may include a file number, department code or the initials of the signer followed by that of the typist of the letter. Type the reference number below the letterhead in short form as "Our ref.:" for the sender's reference number, and "Your ref.:" for the recipient's reference number. The purpose of this is to facilitate filing of the letter, link it with previous correspondence.

### Date

There is no rule for the date placement. If you use letterhead stationery, place the date one to three blank lines beneath the letterhead. If without letterhead, place the date immediately below the return address.

Writing date in English goes in two styles:

American Style——The standard order: month, day, year. e. g. September 12, 2008.

British Style——The standard order : day, month, year. e. g. 12 September, 2008.

## Mailing or In-House Notation

Mailing notation shows the specific means of delivery for the convenience of verification. Besides there are two other commonly used forms of mailing notation, e. g. by courier and by EMS. Type them two lines below the date and in all capital letters.

Mailing notations: e. g. “special delivery”, “airmail”, “registered mail”, “certified mail”.

In-house notations: e. g. “personal”, “confidential” .

## Inside Name and Address

It should include some or all parts of the following: the name of the recipient, the department name, company name, suite or room number, street address, city, postcode, state/province and country. It appears on the left margin and usually starts two to four lines below the date. It appears exactly the same way as on the envelope.

Precede the addressee's name with a courtesy title (such as Mr. , Ms. or Dr. ) The person's job title can be placed on the same line of the person's name, or on the line below.

e. g. (1) Mr. Dick Eaton, President

(2) Ms. Patricia T. Higgins

Assistant Vice President

If the name of a specific person is unavailable, you may address the letter to the department, followed by the name of the company.

e. g. Customer Service Department

Acme Construction Company

## Attention Line

The attention line is used to name the specific individual the letter is addressed to. It is usually placed between the inside address and the salutation or within the inside address and centered over the body of a letter in the indented style. Its abbreviation is Attn. . It suggests that the sender hopes the letter receives the immediate attention of a certain person or a specific department.

## Salutation

The salutation is the polite greeting with which a letter begins. Place it two lines below the inside address. The salutation should correspond to the first line of the inside address, The customary formal greeting in a business letter is “Dear Sir” or “Dear Madam” used for addressing one person; and “Dear Sirs”, “Dear Mesdames” or “Gentlemen” for addressing two or more people. If the addressee is known to you personally, a warmer greeting such as “Dear Mr. Smith”



is preferred. Quite often now companies are owned and /or managed by women, and it is more and more customary to use the greeting: Dear Madam or Sir, if you are not sure whether the letter will be read by a man or a woman. If the addressee is a group, use "Ladies and Gentlemen". Or you may use a polite description, such as "Dear Friends", "Dear SPA supporters". End the salutation with a colon, or a comma.

### Subject Line/Caption

The subject line is the general idea of a letter. It calls recipients' attention to the topic of the letter. It is often inserted between the salutation and the body of a letter, usually two lines below the salutation. It is also useful as a guide for filing. Some companies omit the word "Subject:", some replace it with "Re:" or "re:" (meaning "regarding"), and some underline the subject line. The following forms are commonly used:

**SUBJECT: SALES CONFIRMATION NO. 5678 FOR 300MT OF SOYBEAN OIL**

**Subject: Sales Confirmation No. 5678 for 300 Metric Tons of Soybean Oil**

### Body

This is the most important part of a letter. It expresses your idea, opinion, purpose and wishes, etc. It usually begins one or two lines below the salutation. Lines within a paragraph should be single-spaced and double-spaced between paragraphs.

### Complimentary Close

The complimentary close is purely a matter of custom and a polite way of bringing a letter to a close. It appears one or two lines below the last line of the body. Capitalize the first word and end with a comma. The main words in complimentary closure are as follows:

- Intimate forms: Cordially, Cordially yours, Intimately yours;
- Common forms: Sincerely, Sincerely yours, Yours sincerely, Very sincerely yours;
- Formal forms: Your truly, Very truly yours, Yours very truly, Yours faithfully, Faithfully yours;
- The most formal forms: Respectfully, Respectfully yours, Yours respectfully, Very respectfully;
- Informal forms: Love, Cheers! With love, Best wishes, Best regards, Warmest regards, Your devoted friend.

### Signature

The writer's signature consists of a handwritten signature and a typewritten signature. Type the name under the complimentary closing, leaving enough blank lines (usually leave three blank lines) to sign your name. Never "sign" with a seal or stamp. Then type the signature identification and title. The writer's signature should be placed between the complimentary closure and the typed signature.

## Multiple-Page Letter Heading

When typing a multiple-page letter, use letterhead for the first page. The following page or pages should have the same quality, size and color as the first page. The multiple-page heading bears the name of the recipient or his/her organization, the page number, and the date.

## Reference Initials

Consisting of the signer's initials in capitals followed by a slash or colon followed by the lowercase initials of the person preparing the letter, this item serves as reminder of who prepared the letter. It should be placed at the left margin, two or three lines below the signature. When you type your own letter, don't use initials. When the signature block includes the writer's name, use only the typist's initials. Reference initials are usually given in the form of "author's initials/typist initials", or "author's initials: typist initials" .

## Enclosure Notation

When there is something enclosed with the letter, type the word "Enclosure", or an abbreviation of it (Encl. ) in the bottom left-hand, a double spaces under the reference initials, with a figure indicating the number of enclosures, if there are more than one.

You can use any of the following styles:

Encl. :

Enclosure:

1. Purchase Order No. 1234
2. Check No. 123

## Carbon Copy Notation

When you send a copy of the letter to a third person, place a notation directly below the enclosure notation or reference initials. The copy notation is indicated with "C. C. ", or "c. c. " which is a holdover from the days of carbon copies. Many companies are now using "P. C. " (for photocopy).

## Postscript/P. S.

If you wish to add something you forget or for emphasis, you may usually add the postscript two lines below the carbon copy notation. Postscript may be preceded by "P. S. ", but this is not strictly necessary. In business letters, postscript is not commonly used, while in personal letters, it frequently appears. This item is usually used in the informal styles of letters.

The adding of a P. S. should, however, be avoided as far as possible, since it can appear as afterthoughts, indicating a lack of planning. But studies show that postscripts are one of the first things people read and remember, especially when it is handwritten. It sometimes serves the purposes as a message that requires emphasis, or as a personal note.

Look at the following example to see where the different parts go in a business letter;  
P. S. : You get 5% discount if you book the space by the end of this month.

### 1.2.3 The Formats of a Business Letter

There are various ways in which the component parts of a business letter can be laid out on the page. Choice of letter format is a matter of individual taste, but it is better to follow established practice, to which the business world has become accustomed. A good plan to make correct practice habit is to adopt one form of letter format and stick to it. The three main formats are as follows:

#### Blocked Format

With this letter style, all letter parts begin at the left margin. Because this style can save the typist's time, so it has come to be much widely used and preferred now. The loss of clarity occasioned by the absence of indentations may be made by increasing the number of separating line-spacing between paragraphs.

#### Semi-blocked Format

Like blocked format, all letter parts begin at the left margin, except the dateline, complimentary closing, company signature and writer's identification, which are set against the right-hand margin. They are placed in this position for filing and reference purposes. It is also named as a modified blocked format.

#### Indented Format

The indented format may follow the same layout as either the blocked or semi-blocked formats, but will differ in that the paragraphs will each be indented by four or five spaces. It is a traditional format, especially in Britain.

### 1.2.4 The Format of Envelopes

The envelope should match the stationery in color and style. Most companies have the return address in the upper-left corner of the envelope, giving the same information as the letter-head. Otherwise you must type or write your return address the same way as you do for the inside address, usually in smaller typeface than the name and address of the receiver.

Name and address of the receiver are always single-spaced with all lines aligned on the left, and they should be in all capital letters, with no punctuation at the end of each line. The order in writing the address is from the smallest division to the largest, just opposite to the Chinese custom in writing addresses.

The in-house notation is placed three lines down the return address and is in all capital letters. The stamp is put at the upper right corner of the envelope with mailing notation, if there are any, given in all capital letters below the stamp.

The format of the address on the envelope can be in blocked or indented style, but it is better to keep the same format with the inside address of the letter.

## 1.3 Module Letters

### **Letter 1**

April 25, 2008

Dear Manager,

You were recommended to our company by Bank of China, New York Branch, which told us that you export Chinese textiles and cotton piece goods.

Our company imports general merchandise. We have been in business since 1935, and therefore have wide experience in all the lines we handle.

Our bankers are Chas Manhattan Bank and the Hong Kong & Shanghai Banking Corporation of Hong Kong. They can provide you information about our business and finances.

Please inform us of your trade terms and forward samples and product brochures. We look forward to a productive trade.

Sincerely yours,

Michael S. Barnwell

Manager

### **Letter 2**

July 9, 2010

Dear Manager,

Your advertisement for the sale of your business has been running in the classified section of the newspaper for a while, and we thought you might be interested in learning a little about our firm.

EAST Ltd. is a business broker and has established relationships with many other brokers throughout the country. While we are certain that you have the business expertise to effectuate a sale without our firm, we do have one advantage. Our contacts and the advertising that we do enable us to find buyers that is anxious to purchase a business such as yours. These buyers often

live in a different part of the country or may simply live in an adjacent county and do not subscribe to China Daily. There are also many individuals who prefer to approach a seller through a broker and do not even watch the classified ads. Selling businesses is our core business, and we attribute our success to this fact.

We would like to sit down and discuss the sale of your business with you. There is never a fee involved unless we are successful in completing a sale. Please let us know when it would be convenient for you to meet.

Sincerely yours,  
Tom Smith  
Manager

### Letter 3

May 5, 2011

Dear Sirs,

I am happy to answer your inquiry about David Wang. Because he has worked for me nearly two years as a member of my staff, I know him well.

During this time David has been the most effective member of my liaison staff. His monthly reports show a keen grasp of the competitive problems we face in each of our international divisions. He has workable, creative ideas for improving our sales, and he works well with people.

David has been involved in the last five advertising campaigns in China. His language skills are a plus. This knowledge will be an asset to him as the Director of Marketing in Beijing. He is acutely aware of the problems of cross-cultural communication and is a sensitive host when nationals from other countries visit our office.

As to conduct, personal habits, and ability to handle business, this man has no faults, to my knowledge. He will make a real contribution to our international marketing efforts, and I give him my highest recommendation.

Sincerely yours,  
Frank Barnwell

## 1.4 Useful Expressions

### Complimentary Close

(1) 谨致问候

Yours (very) truly.

用于商业。

Sincerely yours, Cordially, My best regards, With best regards, The very best to you, Best wishes.

稍带亲近的感觉, 用于商务信函或给朋友的信中。

(2) 请求回函

We would appreciate an early reply.

如能尽早回复, 我们将不胜感激。

We look forward to your favorable reply.

我们期待着您满意的回答。

We look forward to hearing from you soon.

我们盼望着不久能听到您的回音。

Your prompt attention to this matter will be appreciated. / Your prompt attention in this matter will be appreciated.

如果就此事您能尽早回信的话, 我们将衷心感谢。

Please write us at the above address.

回信请寄到上述地址。

(3) 请多关照

We hope that you will. . .

我们希望您能……

Your kind cooperation in this respect is greatly appreciated. / Your kind cooperation on this issue is greatly appreciated.

在此方面如果能够得到您的合作我将非常感谢。

We hope we can count on your continued cooperation and support.

我们希望能够继续得到你们的合作和支持。(只限用在和对方比较熟悉的情况下。)

We look forward to your. . .

我们期待着您的……

We trust our request will. . .

我们确信我们的请求将……

(4) 表明诚意; 要求合作

We are looking forward to the time when. . .

我们期待着……的那一刻。

Please do not hesitate to contact us. / Please do not hesitate to call us.

请您不必客气, 尽管与我们联系。

We are always anxious to assist you in. . . / We are always willing to assist you in. . .

我们渴望在……方面给您以援助。

Should you have any questions, please do not hesitate to contact us. / If you have any questions, please feel free to contact us.

如果您有什么问题的话, 请不必客气, 尽管与我们联系。(在商业书信中常用。)

#### (5) 表示谢意

Thank you for calling this matter to our attention.

谢谢您提醒我们注意此事。

Thank you very much for your cooperation.

非常感谢您给予我们的合作。

We appreciate this opportunity to. . . / Thank you for this opportunity to. . .

我们感谢能有这样的机会去……

It is always a pleasure doing business with you. / It is always a pleasure serving you. / It is always a pleasure to serve you.

很高兴和你们保持贸易关系。

#### (6) 表示歉意

Please accept our sincere apologies.

请接受我们诚挚的歉意。(最后再一次重申, 表达自己的歉意。)

I want to extend my personal apologies for. . .

我以我个人的身份为……向您赔礼道歉。

#### (7) 应酬话

We wish you a bright and successful New Year.

我们预祝您在新的一年里将更加辉煌和成功。

We trust that an increase in . . . will continue in the future.

我们确信今后……将继续不断地增加。

We trust that an increase in sales will continue in the future.

我们确信今后销售量将继续不断地增加。

## Body

#### (1) 叙述事情

We are told that. . .

我们被告知……

We understand from Mr. Li that. . .

我们从李先生那儿了解到……

We observed that. . . / We found out that. . . / We discovered that. . .

我们察觉到……

We would like to call your attention to. . .

我们希望提醒贵方注意……（用于必须说出很严重的事情时。）

May we take this occasion to remind you that... / May we take this opportunity to remind you that...

我们想利用这次的机会就……事提醒您。（有礼貌但语气严厉，用于欠款到期不还等情况。）

## （2）转达希望

We hope that you will...

我们希望您能……

We hope to receive...

我们希望收到……

We are interested in...

我们对……感兴趣。（适用于索取资料时。）

We would be interested to learn...

我们渴望知道……

We would appreciate it if you will let us know... / We would appreciate it if you would let us know... / We shall appreciate it if you would let us know...

如果您能告诉我们……我们将不胜感激。

May we ask you to send us...?

能麻烦您将……寄给我们吗？

## （3）致谢

We thank you for your offer.

非常感谢您为我们提供的一切。

I appreciate very much that you...

您……我们不胜感激。

We appreciate your cooperation and... / We thank you for your cooperation and...

对贵方的大力合作以及……我们万分感激。

## （4）感到遗憾

It is regretful to learn of...

得知……我们感到很遗憾。

We are sorry to inform you that...

我们抱歉地通知您……

We are very sorry that...

为……我们深表遗憾。

We regret to inform you that...

我们遗憾地通知您……

We are sorry... 带有说话人犯有过失的语气，而用 We regret... 则不清楚过错是在哪一方。

## （5）表示歉意

We apologize for... / We deeply apologize for... / We sincerely apologize for...



就……我们表示歉意。

We are very sorry for...

我们对……感到非常抱歉。(是比 We apologize for... 的语气要婉转的道歉方式。)

(6) 抱怨

We are sorry to inform you that...

我们不得不遗憾地通知您……

We very much regret to have to remind you of...

我们不得不很遗憾地提醒您……

We invite your attention to... / We would like to call your attention to...

我们请求您对……给予注意。(用于引起别人注意时。)

May we remind you that...?

我们想提醒您注意……(比较礼貌的说法。)

May we take this occasion to remind you that...?

借此机会我想就……问题提醒您的注意。(语气较委婉。)

We wish to point out that...

我们想指出……(说法比较直接。)

## Words and Expressions

letter heading 信头	name of person addressed 收信人姓名
inside address 封内地址	title of person addressed 收信人职位, 头衔
salutation 称呼	name of organization 单位名称
body of the letter 正文	street number and name 门牌号, 街道名称
complimentary close 客套结束语	city, state and postal code 城市, 州, 邮编
signature 签名	country of destination 所达国名称
reference number 编号	Dear Andy 关系密切者之间使用
attention line 指定收信人姓名	Dear Miss Andy 称呼未婚女子
subject line or heading 事由或标题	Dear Mrs. Andy 称呼已婚女子
opening sentence 开头语	Dear Ms. Andy 称呼婚姻状况不明女子
closing sentence 结尾语	Dear Madam 称呼不知姓名的女子, 不论婚否
enclosure notation 附件注明	Dear Sir 称呼不知姓名的男子, 不论婚否
postscript 附笔	Dear Mr. Smith 称呼男性, 不论婚否
carbon copy notation 抄送	Dear A K Clancy 性别不明时
private letter 私人信	Dear Messrs. Pummel and Robert 称呼两位以上的男性
personal letter 个人信	Dear Mses. Ross, Li, and Winter 称呼两位以上的女性
confidential letter 机密信	Dear Sir or Madam 姓名和性别不明时, 前面须用 Dear 一词
registered 挂号邮件	Ladies and Gentlemen 致信给单位时, 前面不用 Dear 一词
express 快递邮件	
ordinary mail 平信	
immediate/urgent 急件	
printed matter 印刷品	