

二十一世纪普通高等院校实用规划教材·经济管理系列

国际 商务函电 (第2版)

GUOJI SHANGWU HANDIAN

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- 先进性与基础性相统一 •
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内 容 简 介

本书介绍国际经贸实务的中英文写作,紧密结合我国外经贸业务实际,总结和归纳了国际经贸业务中的常用术语、常用短语、句型结构和缩略语,内容新,实用性强。

全书共分为十四个单元,按照实际交易程序介绍商务信函的写作方法,内容包括建立业务关系、询价、报价、还价、接受、开证、保险、租船订舱和索赔等,另外还介绍了国际商务应用文的写法和合同或合约的阅读。每个单元的内容主要包括导读、样函、注释、常用语句、写作指导和练习,书末附有各单元导读和样函主体部分的译文,以及两套模拟试卷及其答案和各单元练习题的答案。

本书适合用作大学本科和专科生,独立学院和高职高专学生及对外经济贸易工作人员的教材及自学参考书。

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前 言

“国际商务函电”是国际经济与贸易专业的主干课程之一。本课程旨在培养学生掌握对外贸易信函写作的基本知识,并能熟练地加以运用。这些能力是国际经济与贸易专业学生必须具备的技能。国际商务函电作为国际商务往来经常使用的联系方式,是开展对外经济贸易业务和有关商务活动的重要工具。

全书分英汉两部分各十四个单元,按照实际交易程序组织——建立业务关系、询价、报价、还价、接受、开证、保险、租船订舱和索赔等内容,以国际商务应用文的写法和合同或合约的方式呈现。各单元的内容主要包括导读、样函、注释、常用语句、写作指导和练习,书末附有各单元导读和样函主体部分的译文,以及两套模拟试卷及其答案和各单元练习题的答案。

本书结构严谨,在层次上循序渐进、由浅入深,集国际经贸实务的中英文应用于一体,有利于学生更深入地学习、运用英文的读写能力,有利于学生的课后复习和自学。本书汲取了国内外同类书的一些新成果,紧密结合我国外贸业务实际,总结和归纳了国际经贸业务中的常用术语、常用短语、句型结构和缩略语。

本书第2版力求在第1版的基础上,对原有的注释部分进行了更新;删除了第1版练习题中的选择题,增加了句子翻译的题量,更新了部分习题;同时在书后增加了两套模拟试卷。

本书实用性强,针对国际经济与贸易专业的本科生、独立学院学生、高职高专学生及对外经济贸易工作人员,以实际应用为导向,增加写作实例的数量,使学生易于自学。

本书由李爽教授担任主编,负责全书的设计和统稿工作,矫萍和胡大龙担任副主编。参编人员及具体的编写分工如下:李爽(东北农业大学)编写第一、二单元,杨红(东北农业大学)编写第三、六单元,张鑫(东北林业大学)编写第四、五单元,胡大龙(青岛大学)编写第七、十二、十三单元,矫萍(黑龙江东方学院)编写第八、九、十四单元,张宇慧(海南大学)编写第十、十一单元。

由于编者的水平有限,书中难免有不足之处,敬请各位专家、老师和读者不吝指正。

编 者

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Unit 1 Fundamentals of Business Letter Writing

【学习要点和目标】

通过本单元的学习，了解商务信函写作的基本知识，掌握商务信函写作的原则、格式、结构和方法。

Lead-in

In the business community today, the importance of good **communication** skills is even more stressed, as it is essential that employees can use the tools of the evolving information technology to communicate clearly, accurately and effectively. Business communication is concerned with the successful exchange of messages that support the goal of buying and selling goods or other services. Business communication can be used in inquiring, ordering, negotiation, selling, marketing, complaining, etc.. In international trade, most of the negotiation and contracts are signed through business letters. A Business letter is legal. It is very important for both the form and the content.

So it is of very importance for students of business communication to master the skills of reading and writing a good business letter that presents ideas interestingly and clearly to enable readers to understand with least possible effort.

1. Principles of Business Letter Writing

A good business letter can play an important role in trade, increase friendship and obtain complete understanding between the parties involved. Business letter writing is one of the necessary business activities. Broadly speaking, the functions of a business letter may be said to be (1) to ask for or to convey information, (2) to make or to accept an offer, (3) to deal with matters concerning negotiation of business. In addition, there are letters with no other purpose than to remind the recipient of the sender's existence.



Letter-writing does not differ from any other form of creative writing. Good English is one of the important bases of good business letters. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. There are certain essential qualities of business letters, which can be summed up in the Six Cs, as (1) **Clearness**, (2) **Conciseness**, (3) **Courtesy**, (4) **Consideration**, (5) **Correctness**, (6) **Completeness**.

(1) Clearness

First of all, make sure that your letter is so clear that it cannot be misunderstood. An **ambiguous** point in a letter will cause trouble to both sides, and further exchange of letters for explanation will become inevitable and time-wasting. Next, when you are sure about what you want to say, say it in plain, simple words. Good, straightforward, simple English is necessary for business letters.

(2) Conciseness

Clearness and conciseness often go hand-in-hand and the elimination of wordy business jargon can help to make a letter clearer and at the same time more concise.

A concise letter is not necessarily a short one. Sometimes, a letter dealing perhaps with a multiplicity of matters cannot avoid being long. If conciseness conflicts with courtesy, make a little sacrifice of conciseness. Generally speaking, you will gain clearness and conciseness by writing short sentences rather than long ones.

A letter can be made clearer, easier to read and more attractive to look at by careful paragraphing. A paragraph for each point is a good rule.

(3) Courtesy

It should hardly be necessary to stress the importance of courtesy in your correspondence. One of the most important things is promptness, which will please your customer who dislikes waiting for days before he gets a reply to his letter.

It is nearly always wrong to doubt a statement made in good faith by the other side and even worse to contradict it. Differences are bound to occur in business, but with diplomacy and tact they can be overcome and settled without ill will on either side.

(4) Consideration

Consideration is an important rule of good business writing. The letters you send out must