

21世纪高职高专商务英语规划教材

English

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实用商务英语函电

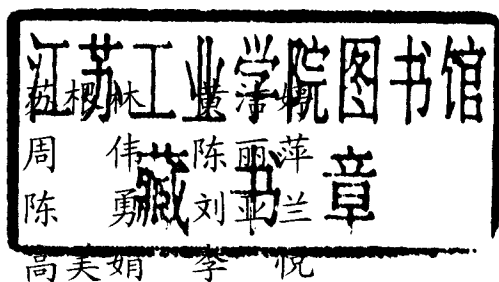
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主 编
副 主 编



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内 容 提 要

《实用商务英语函电》是对外经济贸易专业和商务英语专业的主干业务课程。

本教材重点介绍商务英语函电的写作原则和写作技巧、外贸业务洽谈活动的实际操作,按照建立业务关系、资信调查、询盘与答复、报盘与还盘、成交、合约、支付、包装、运输、保险、索赔、代理等业务环节编写。内容新颖,语言规范,模拟性、操作性强,体现了知识性、实用性、技能性、针对性的有机结合。形式多样的习题训练,重在培养学习者巩固和运用商务英语的实际应用能力。

本教材可供高职高专院校对外经贸专业和商务英语专业学生使用,也可供具有相当英语水平的从事外贸、商务工作人员培训或自学使用。

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总 序

二十一世纪是全球经济一体化的时代,给人们带来了更多的机遇与挑战。随着国际经贸方法的更加灵活多样、对外商务联系与交往的日趋频繁以及中国经济融入世界经济的进程愈来愈快,努力培养和造就一大批具有国际视野、精通经贸业务、熟练掌握外语、能积极有效地参与国际竞争与合作的高素质商务人才已成为非常紧迫的时代课题。

高职高专教育是高层次的职业技术教育,是高等教育的一个重要组成部分。如何改革高职高专的商务英语教育机制,加强这一层次的商务英语学科建设、课程体系建设,特别是教材建设,对人才培养具有十分重要的现实意义。为此,东南大学出版社和江苏省几十所高职高专院校联合推出了一整套全新的高职高专商务英语系列教材。该套教材基于继承传统、重在创新的编写理念,以高职高专商务英语基本课程建设为依据,紧紧围绕国际商务的各种主题与实际的业务内容,广泛取材于当代国内外商务活动,材料新颖,内容充实,语言规范,信息量大,体现了知识性、实用性、系统性和技能性的有机结合,从而使学习者既学习国际经贸知识,又掌握当代流行的国际商务英语,注重培养学习者运用商务英语知识与技能从事国际商务工作的实际应用能力。

本套系列教材共分三个系列。第一系列为商务英语基础课程教材,包括《实用商务英语综合教程》(1-4册)、《实用商务英语阅读教程》(1-2册)、《实用商务英语听说教程》(1-3册)、《实用商务英语口语教程》(1-2册)、《实用商务英语函电》、《实用商务英语写作教程》、《实用商务英语谈判与实务》、《实用进出口单证与实务》、《实用国际贸易与实务》、《高职高专实用英语语法》等。今后还将陆续推出第二、三系列教材:商务英语专业核心课程教材和商务英语文化课程教材等。各套教材自成体系,同时又形成一个有机的整体。

本套系列教材的编写者都是多年来从事国际商务英语教学和工作的专家、学者和优秀的一线教师,有丰富的教学与实践经验,保证了教材的编写质量,具有一定的指导性与权威性。

本套教材的编写始终得到了各院校、东南大学出版社的关心和支持,我们在此特致以衷心的感谢。

总主编 程同春教授

2006年8月

21 世纪高职高专商务英语规划教材编委会成员单位

(排名不分先后)

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前言

随着全球经济的发展和我国加入世界贸易组织,我们将在更多的领域特别是在经济和贸易领域全面与国际接轨,所以,对外联系和信息交流的日趋频繁使得商务英语的使用越来越广泛,尤其是英文函电作为商务信息交流的主要手段,贯穿于外贸业务的全部流程,起着非常关键的桥梁和纽带作用。为了使高职高专教育适应全球经济一体化和我国对外经济贸易工作的新形式、新特点以及新要求,同时也为了满足广大自学者提高商务英语应用能力的需要,我们组织高职高专院校一线教师编写了《实用商务英语函电》一书。

《实用商务英语函电》是高等院校对外经济贸易专业或国际商务英语专业的主干课程,是一门融国际贸易业务知识和英语语言技能水平为一体的课程。在本书的编写过程中,我们坚持突出特色、努力创新的原则,在教材的内容上强调“知识性、针对性、技能性”,既有利于教学,又便于信函书写格式与技巧的自学。

根据对外贸易业务的具体环节,本书共分 13 单元,包括商务信函写作要求、建立业务关系、资信调查、询盘与回复、报盘与还盘、订单、合同、支付、包装、运输、保险、索赔与理赔以及代理等环节。从第二单元开始,每一单元主要包括: Brief Introduction (简要介绍), Business Letters (商务信函), Useful Sentences (有用句型), Exercises (练习), Optional Reading (课后阅读) 等几部分,具体内容为:

Brief Introduction: 主要是关于本单元所要学习内容的简要介绍。

Business Letters: 按照不同场景的设置选编了数篇经典信函,且大多来源于实际商务工作中的典型材料,具有示范性和代表性,可供学习者学习、比较和模拟。为方便理解,每一篇信函后均对语言、专业词汇和知识的难点加以注释。

Useful Sentences: 重点介绍本单元涉及的各业务环节中常用的短语、套语、表达法和句型,方便学习者在实际工作中模仿运用,增强学

习者灵活运用商务英语的能力。

Exercises: 练习内容丰富、形式多样且有针对性,有助于学习者在加强商务英语语言训练的同时加深对国际贸易业务环节的理解。

Optional Reading: 补充阅读材料主要是经典信函范例,以增强学习者把握不同商务环境下信函写作的能力。

本书选编范文语言规范生动,知识与能力训练并重,体现了知识性和实用性的有机结合。

本书既可作为国际商务英语专业教材,供高等职业技术学院对外经济贸易专业或国际商务英语专业高年级学生使用,也可供涉外经贸、商务工作人员培训、进修与自学之用。

《实用商务英语函电》由苏根林和黄洁婷老师担任主编,连云港职业技术学院苏根林老师编写第四、五、六章,周伟老师编写第八章,李悦老师编写附录;苏州职业大学黄洁婷老师编写第二、三、七章;南京钟山职业技术学院刘亚兰老师编写第一章;无锡工艺职业技术学院陈丽萍老师编写第九章;江苏海事职业技术学院高美娟老师编写第十、十一章;南通航运职业技术学院陈勇老师编写第十二、十三章。全书由苏根林统稿,周伟和李悦两位老师参与了本书大量的校对工作。

希望读者提出宝贵意见,对本书的不足之处不吝批评和指正。

编著者

2006年8月

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Unit 1

Business Letters Writing

商务信函写作

Brief 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 in that the customers form their impression of the firm from the tone and quality of the letters it sends out. Generally, the function of a business letter may be said: (1) to convey a message; (2) to make or accept an offer; (3) to deal with matters concerning negotiation of business, etc.

Parts of a business letter

商务信函组成

A typical business letter consists of seven principal parts: (1) the letterhead, (2) the date line, (3) the inside name and address, (4) the salutation, (5) the body of the letter, (6) the complimentary close, and (7) the writer's signature and official position.

However, for one reason or another, you may need more parts to be included in a business letter, e. g. send the letter to a specific person without your knowing the name of that person. Any one or all the parts listed below can be added to the letter: the return address; the reference line; the attention line; the subject line; the typist's initials; the enclosure notation; the postscript.

The following letter is designed to illustrate the position of each possible part mentioned above:

- a. Return address
(Printed) letterhead

Precious Woods Amazon
Mil Madeireira Itacoatiara Ltd.
Estrada Torquato Tapajos, Km227
Itacoatiara - Amazonas - Brazil
Tel: +55 92521 3331
Fax: +55 92521 3329

- b. Reference and
date line

Your ref: CD56088 Our ref: YLH-326
March 21, 2002

- c. Inside name and
address

China Fine Furniture Import & Export Corp.
82 Dong'anmen Street
Dongcheng Dist. , 100009
Beijing, China

- d. Attention line

Attention: Purchasing Manager

- e. Salutation

Dear Sir or Madam,

- f. Subject line

Subject: Hard wood for fine furniture

- g. Body of the letter

I would like to take this opportunity to introduce ourselves. We are the first FSC certified forest management project in Amazonas, Brazil. We currently harvest over 40 different species.

Our products include sawmill timber, decking, turnings, components, garden furniture, pilings, "shorts" and other added value products. Basically we are very open to ideas from our clients.

All our wood and products are 100% FSC certified. Please feel free to contact us with any questions or comments. Thank you for your time.

h. Complimentary
close

i. Signature

j. Typist's initials

k. Enclosure notation

l. Copy notation

m. Postscript

Regards,
Pepper Stebbins

Pepper Stebbins
Marketing Manager
Precious Woods Amazon

DT/cj

Encl. Catalogue

CC Precious Woods Amazon, Hong Kong Office

PS: Please visit our web site: <http://www.pwa.com>

a. Letterhead(信头)

The letterhead expresses a firm's personality. It is the heading at the top of a letter. It usually consists of the name, address, telephone number and fax number of a company. Usually the letterhead is printed in the up-center or at the left margin of a letter. In addition, the printed letterhead may also include other items such as the company logo, website, e-mail address, etc.

b. Reference and date line(编号和日期)

The reference may include a file name, departmental code or the initials of the signer followed by that of the typist of the letter. Many letterheads provide spaces for references.

e. g. Your ref: (你方编号)

Our ref: (我方编号)

If desired, the reference initials can also be placed at the lower left margin two lines below the name of signer.

The date line differs from country to country. The common ones are M/D/Y (typical American), D/M/Y (typical British). The date should always be typed in full and not abbreviated. For the day, either cardinal numbers (1, 2, 3, 4, etc.) or ordinal numbers (1st, 2nd, 3rd, 4th, etc.) can be used. The month written in letters is preferred because figures may create confusion. e. g. 10/3/2006. This form in Britain could be taken as March 10, 2006, but in American and some other countries it would mean October 3, 2006. The forms of dates are as follows:

15 March, 2006 March 15, 2006

c. Inside name and address(信内名称和地址)

The inside name and address is the receiver's address, identical to the delivery address on the envelope. It is typed at the left-hand margin about two to four spaces below the date.

English addresses may have the following parts (Not all addresses have all the parts) :

- (a) name of house
- (b) number of house and name of street
- (c) name of city or town
- (d) county or state and its post-code
- (e) name of country

The courtesy titles, Mr. , Mrs. , and Ms. etc. are commonly used to address one person. Mr. for a man, Mrs. , Miss, or Ms. for a woman.

e. g. Mr. John P. Storm

Ms. Loretta Vasquez

If there is any official position of that person, his or her official position should follow after the name.

e. g. Mr. Roland Jenks, Manager

Mr. Mike Chen, President

Messrs. (abbreviation of the French " Messieurs") is also a common courtesy title, only used for companies or firms, the names of which include a personal element, like in Messrs. J. Harvey & Co. It is not used when the name already carries a courtesy title, like Sir James Murphy & Co.

d. Attention Line(注意项)

Attention line is used when you want your letter attended by or directed to a specific person or department of a firm. It is generally typed following the inside address, above the salutation. The phrase "For the attention of" or simply "Attention" is often used.

e. g. Attention: Mr. Care

Attention: Purchasing Manager

e. Salutation(称呼)

The salutation is the complimentary greeting to the receiver. It usually includes a personal or professional title and the name of the receiver. Its form depends on the writer's relationship with the receiver and the formality level of the letter. When

addressing one person, the customary formal greeting in a business letter is “Dear Sir”, or “Dear Madam”; when addressing two or more people, “Gentlemen” is used. While “Dear Madam or Sir” is used when the writer is not sure whether the letter will be read by a man or a woman.

Salutation line is usually typed below the inside address and the attention line, and followed by a comma for “Dear Sir”, “Dear Sirs”, “Dear Madam or Sir”, and a colon for “Gentlemen”.

f. Subject line (主题行或事由)

Subject line is actually the general idea of a letter, and it involves the reason, relative reference or brief subject. It can be put under or above the salutation. Below are some samples of the subject line:

Subject: Order No 3456

Re: Basswood Plywood

Cosmetics

LATE DELIVERY UNDER CONTRACT CT1096

g. Body of the letter (信函正文)

This is the most important part of any business letter. It is typed two lines below the salutation. Although sometimes the writer may find there are only a few words in a letter, he or she will still follow the three-paragraph format. The opening paragraph is the subject introduction to the letter. The middle paragraph is the discussion of business in details. The last paragraph is the ending of the letter in the way of summary, suggestion or further request. The length arrangements of different paragraphs will depend on the business itself. Since the main purpose of the letter is to convey a message, the letter should be written in language that is easily understood. In order to write out a good business English letter, it is advisable to keep the following tips in mind:

- (a) Write simply, clearly, courteously, grammatically, and to the point;
- (b) Paragraph correctly, confining each paragraph to one topic;
- (c) See that your typing is accurate and the display artistic.

h. Complimentary close (信尾客套语)

Complimentary close, like the salutation, is just a polite way of closing a letter and doesn't mean anything to the message. It is typed two lines below the final line of the body of the letter. Like the salutation, the complimentary close has some variations in style: formal, semiformal and informal. And this style shall match that of the

salutation. Some samples of the complimentary close are as below:

Formal—

Yours faithfully/Yours very truly/Faithfully yours

Semiformal—

Sincerely yours/Cordially yours/Very cordially yours

Informal—

Sincerely/Cordially/(Best) regards/Take care/Thanks/Love

In addition, we should note that only the first letter of the complimentary close should be capitalized, and it should be followed by a comma after the complimentary close; and we should use “yours” instead of “you”.

i. Signature(签名)

The signature is the signed name or mark of the person writing the letter or that of the firm he or she represents. It consists of a handwritten signature (by hand and in ink, usually illegible), the typed-out name (so that you know who signs it), and a title. It is generally placed two lines immediately below the complimentary close.

j. Typist's initials(打字员姓名首字母)

The typist's initials are the initials of the writer and the typist. Many businesses prefer to drop the typist's initials. The initials usually are in capital letters. The two sets are separated by a colon or a slant.

k. Enclosure(附件)

If something else is sent together with the letter, add the word Enclosure or Encl. (an abbreviation of enclosure) to inform the reader what is enclosed. It is usually typed after the typist's initials, at the bottom, left-hand, two or three lines below the signature line.

e. g. Enclosure: Sales Contract

Encl. : B/Lading

Photo

Certificate

Nowadays many business letters are sent by fax, attached to the fax message usually some documents are sent. In this case, the word “Attachment” should be used to replace Enclosure.

l. Copy notation(抄送)

When copies of the letter are sent to others, type c. c. or CC (abbreviation of carbon copy) two lines below the signature or immediately below the enclosure.

e. g. CC China National Arts & Crafts Import and Export Corp.

c. c. Mr. Jackson

m. Postscript(附言)

The postscript (often abbreviated into PS) is used to add another brief idea below the enclosure , in which the writer wishes to add something he forgot to mention or for emphasis.

e. g. PS: I'm expecting your visit next Monday evening.

PS: The shipment will be delivered to you tomorrow.

However, the writer should avoid using PS since it is usually a sign of poor planning, he or she'd better think over the content of the letter within one time.

Form of a business letter

商务信函格式

Up to now , there is not a specific format or layout of today's business English letter which is better than the other, or this is right and that is wrong. Generally speaking, there are three basic forms of letter. They are indented form , full-block form and semi-block form with indented paragraphs.

I . Indented form(缩行式)

THE EASTERN SEABOARD CORPORATION

350 Park Avenue, New York, 10017, USA

Telephone No. 225-2788 Telex Call No. 225-2780

Fax No. RCA 543 E-mail: ESCo. @ CA. com

Our Ref: AB65077

Your Ref: YLH-315

April 20 , 2005

Kanto Mercantile Corporation

2-1 Nihonbashi

Tokyo 301

Japan

Attn: Mr. Smith

Gentlemen,

Bicycles

Enclosed is a new price-list of U. S. Products, Inc. , indicating a full range of their products.

We can quote on all of these items. If you are interested in receiving CIF quotations on any of these items, please let us know and we shall be glad to send them to you.

We await good news from you.

Sincerely yours,

James Barrington
Vice President

JS/eh

Encl. Price-list

CC Mr. William

PS: Our special discount is 5% for your initial order.

In the indented form, each second line of the inside name and address and any other places that need to be separated into another line are indented two to three more spaces than their preceding line; in the body of the letter, the beginning line of each paragraph should be indented several spaces (which often matches the last letter of salutation).

II . Full-block form(全齐头式)

THE EASTERN SEABOARD CORPORATION
350 Park Avenue, New York, 10017, USA
Telephone No. 225-2788 Telex Call No. 225-2780
Fax No. RCA 543 E-mail: ESCo. @ CA. com
April 20, 2005

Kanto Mercantile Corporation
2-1 Nihonbashi
Tokyo 301
Japan

Attn: Mr. Smith
Gentlemen,

Bicycles

Enclosed is a new price-list of U. S. Products, Inc. indicating a full range of their products.

We can quote on all of these items. If you are interested in receiving CIF quotations on any of these items, please let us know and we shall be glad to send them to you.

We await good news from you.

Sincerely yours,

James Barrington
Vice President

AHJ: TP
Encl. Price-list
CC Mr. William

PS: Our special discount is 5% for your initial order.

This form is very modern. In the block form, all typing lines, including those for the date, the inside name and address, the salutation, the subject heading and the complimentary close, begin at the left-hand.