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# 國際貿易英文商業書信

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香港英語教育社出版

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國際貿易英文商業書信

THE ENGLISH  
Business Letter - Writer's

香港英語教育社出版

## 國際貿易英文商業書信

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## INTRODUCTION

### 前言

FOR SOME time, certain material on business letter-writing has been published in bulletin form by the author of this book. This material has met with a constantly increasing demand from universities, private schools, commercial schools, and business houses. And there has been a parallel increasing demand that these bulletins be printed in book form. To those who have so kindly demanded — this book is dedicated.

①本書原為作者陸續發行之商業書札片段教材，後應各大學、職業學校、商業團體及各方面不斷需求與請求，始編集成書問世。

The author, therefore, has undertaken to give to the reader, through these pages, helpful hints on the writing of business letters — hints that can be adopted at once into everyday use.

②作者在本書中從字裏行間給讀者以最有用的提示，這些字句可立被讀者吸收應用。

It is not the purpose of this volume to delve into "How to Think," "Character Analysis," and similar topics, but rather, through concrete, practical suggestions and examples gained from the author's years of broad experience and training, to take its readers through easy stages in showing how to avoid the many pitfalls which beset the letter-writer today; how to dress up his present-day efforts, and how to make a real start toward taking his letters out of the proverbial waste-basket class.

③本書內容乃作者根據多年經驗與心得所提供有力而實用之意見及實例。使讀者易於瞭解如何避免今日撰寫商業書札易蹈之涸轍；如何使詞藻美麗合時；如何脫離廢紙堆訓練班式的陳腐方法，走向正確之途。

Further, it is not the purpose of this book to give a considerable instruction in English Grammar. It is hoped and expected that those who take up this treatise for guidance will have received a good groundwork in grammar.

④本書並非以教授英文文法為目的，僅望讀者能從有系統的教導中領略文法之實際用法。

After all, letter-writing cannot be taught entirely from books. The art of writing is largely a matter of the man himself. A man must know

grammar; he must know words. These factors *can* be secured from books. But a man must know also — the technique of his job, and he must *think*. These are of the brain and mind themselves.

⑤欲寫出優美的書信，端賴個人之努力，無法從書本中完全習得。文法、字彙自是重要，且可自書中學習，但，個人工作上之技巧與思維之運用，却靠自己的頭腦與心思。

Business men today find it wearisome to take up a book inches thick and wade through many pages of material, even though this be singularly worth while, but they are willing and ready to read a few interesting, resultful, and succinct articles on such subjects as "How to Begin a Letter," and "How to Close a Letter."

⑥以前學習商業書信時，必須從寸許厚的書籍中埋頭苦求，而所得無幾。因此，一本有趣味、有效用、簡明易解的教材，諸如：“書信如何起頭”、“如何結尾”之類，豈非省時實用，更為求知者所悅讀？

For such men, this book will furnish a ready aid; something to which, on the days when they think less readily than on others, they can refer for immediate help and guidance. If these men do no more than refrain from doing those things herein suggested to avoid, they will have made a big stride toward writing Better Letters.

⑦讀者可從本書中立即取得當時所需之最得力的參考資料，又如完全按照本書教材實行，可使你在撰寫書信上有意想不到的進步。

For students, the book will provide just the rounding off necessary to make a beginning as writers of effective letters.

⑧對學生言，本書恰可助其成為有勁力、最成功書信之撰寫者。

For all, this treatise will reduce many seemingly intangible principles to concrete form. It will be found to be a standardizing agent whose accomplishments are distinctly far-reaching.

⑨對各界，本書教材簡易，刪去空洞理論，着重有力、實用之方法與系統，完全另成一格。

The illustrative letters given and the ideas propounded are similar to those used by some of the most prominent business houses in the United States. Certain minor changes have been made in these letters in order not to reveal identities. Of course the names used are intended to be fictitious.

⑩本書所選用之書札實例及提要與美國許多最傑出之商業機構所用者大致相同，內容略加變易以示區別，人物名稱全係虛構。

It should be borne in mind that in no case are the improved letters, or those given at the end of the book for dictation purposes, to be considered as models; probably no letter ever written can be so regarded. These business messages, however, have been used with excellent results in actual business procedure.

⑫應知任何書函皆難稱為絕對完美，即便本書最後所選之範例書函，亦非完美。只是經多人採用、效法，在商場上曾發生極佳之效果而已。

The problems at the close of the chapters should help the teacher in focalizing the discussions on the various subjects, and while a bit elementary in some cases, they are sufficiently thought-provoking to fill a need that exists today in teaching business English and its allied subjects. Finally, then, let it be remembered that this volume has for its outstanding object — the furnishing of a convenient, interesting, and concise *reference book* from which can be secured workable, usable, and productive helps for immediate employment in the school and in any field of business.

⑬每章最後之“PROBLEM”（問題）欄，可幫助教師集中研討各種基本的問題，並有助於商業英文之教學。總之，本書之宗旨在貢獻最方便、最有趣味、最適用之書信參考材料，在求職與商場上可發生最大的助力。

The author expresses here his deep gratitude to those business houses and men who have generously permitted him to quote from published material and who have made valuable contributions to this book.

Among these contributors are: *The Mailbag* (now combined with *Postage*) · American Rolling Mill Company, Middletown, Ohio; The Direct Mail Advertising Association, Inc., New York City (hereinafter referred to as the D. M. A. A.); Lever Brothers Company, Cambridge, Massachusetts; Wm. Filene's Sons Company, Boston; R. H. White Company, Boston; The National Shawmut Bank of Boston; The New England Mutual Life Insurance Company, Boston, and The National City Company, Boston.

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C. E. B.

編者識

# The English Business Letter-Writer's Manual

## BEFORE YOU DICTATE

### 書 前 準 備

**T**HE suggestions briefly outlined here are intended to give the dictator some practical ideas to follow when he composes himself to dictate.

這是一篇簡短精闢的建議獻與讀者。

1. Be perfectly sure you know *all* the details connected with the case in hand. Have *all necessary material before you*.

1. 應詳盡瞭解全部有關業務情況，並將應用資料準備手邊。

2. *Think!* Think about what your reader wishes to know; think about how you can best serve his interests; think about putting yourself in his place and what you would wish to know if the conditions were reversed. Forget the *I, me, my, mine, we, and ours*, and substitute *you and yours*. Then go ahead and *talk* your story in a clear, logical way, as though you were talking to a grammar school pupil who knows little or nothing about business.

2. 熟思！細想！即將讀你信的人希望知道的是什麼？如何方能提起他的興趣？假如與對方易地而處，自己希望如何。切勿總提到“我”“我的”“我們的”……宜用“你”或“你們”代替前者，然後盡管發揮你的才華，使所述之事，清楚而合乎邏輯地傾泄而出。

3. Permit practically no interruptions while you are dictating. If you were in conference with a business caller, or if you were telephoning, you would not expect some one to rush in upon your interview or conversation, would you? Why, then, should you permit an interruption when your thoughts are all focused (or should be) on letter-writing? Little else is more important in the conduct of business today



than letters. You can well afford, then, to arrange it so that telephone calls and personal calls will be cared for by someone else when you are dictating.

3. 寫作時不宜中斷或被人打攪。應事先安排，當你寫作時，一切電話、公務、訪客都應由別人代為處理，以免打擾你的文思。

4. Have a regular time every day for dictating; and don't wait until the middle of the afternoon to do it. Try to dispose of as much dictation as possible before 12 o'clock noon. This will leave you free for other duties, and your stenographers can do better work than would be possible if much dictation is given them late in the afternoon. *This is important!*

4. 每日訂定執筆時間，最好上午執筆。下午處理其他業務。

5. *Talk your message!* It is a comparatively easy task to imagine that your stenographer is the one to whom you are writing, or, if you use a dictating machine, to imagine that you are talking over the telephone. If you will forget *absolutely* that you *are* dictating, and *talk* courteously, clearly, and concisely, your letters cannot help being far more effective than if you settle back in your chair, gaze out of the window and say — “Er, er, Miss White, take a letter to Jones & Brown. ‘Dear Sirs: In reply to your esteemed favor of recent date, I beg to advise —’” and so on and so forth. You would not say that over the telephone or face to face with Mr. Jones or Mr. Brown, would you? Why, then, put this humdrum stuff on paper where it will be a permanent record or fossilic letter-writing methods?

“Give us men and women who can write good letters,” is the cry from business men today.

5. 如你口授書函字句，有速記員代記時，可將速記員暫時視為你的收信對象，可助你將信中之語氣變成和緩而有禮貌。