

名师应用英语教程



商务书信

英语写作规范



Writing Business

Letters

原著: Anthony Cheung

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(英汉对照版)

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Preface

前言

The purpose of this book is to demonstrate to the reader ways and means of writing contemporary business letters. It does so through the provision of explanations and models of a wide range of business letters, at both the corporate and individual levels. At the corporate level, there are letters between importers and exporters, wholesalers and retailers, bankers and financiers, business firms and governmental agencies, etc. At the individual level, there are letters between a parent and his child's school, prospective migrants and consulates, clients and banks, etc.

此书旨在向读者展示现代商务信函写作的方法和要领，通过详尽的说明和丰富的范文素材，在企业和个人两个不同层面向读者提供广泛的标准商务信函模式。在企业商务层面，讲解了进口商与出口商、批发与零售商、银行与借款人、企业与政府机关之间的往来信函写作规范。在个人事务层面，介绍了家长与学校、个人与移民局及领事馆、客户之间、以及个人与银行之间的书信表达标准。

This book is intended for those who wish to learn and master techniques in writing modern business letters. It can be used as a textbook for the business communications student. It can also be used as a reference book by all those who need to write business letters. For example,

businessmen who wish to write effective workplace letters, prospective migrants who have to write various types of letters to consulates, schools, banks, business firms and governmental agencies, etc.

这本书专门针对希望学习和掌握现代商务信函写作技巧的读者而编写，既可作为商务英语课程的教材，也是一本极富价值的现代商务英语信函工具书。例如，商务人士期望写出高效的工作信函，正在办理移民手续的人士需要给领事馆、学校、银行、商业公司和政府部门等机构写不同类型的信函。

The book begins with a brief discussion of the role of letters in the modern business world. It then describes the various component parts of business letters. This is followed by a demonstration of the styles, format and layout of such letters. Schematic representations and annotated models of the three most popular styles, the Block, the Semi-Block and the Indented Styles, are presented.

此书以简短的对现代商务书信角色的讨论为开头，随之描述了商务信件的两个组成部分，紧接着介绍并展示了信件的不同风格、格式和版面，并对凸印版、半凸印版和缩进排印这三种排版模式提供了详尽的图解和注释。

Six major types of business letters are studied in detail. They are Letters of Enquiry, Letters Responding to Enquiry, Letters of Application, Letters of Confirmation, Letters of Complaint and Letters of Adjustment. Abundant exercises and models are given.

书中对六种主要商业信函进行了详尽的介绍，分别为：咨询函、回复函、申请函、确认函、投诉函和调解函。本书还提供了大量的练习和范例。

All the model letters included in this book are intended to help the student in his or her own business environment. In most instances, all one has to do is to identify a model closest to the situation in question and replace the details given by those relevant to the situation.

本书所有信件范文都是用来帮助读者在日常工作中更好地使用。在任何情况下，读者都可以根据个人的实际情况有针对性地选定相关信件类别，按照信件范文模式，更换信件具体内容，以快捷有效的方式写出高质量的商务信件。

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第一章 概述

Introduction



有效的交流 Effective Communication

The importance of effective communication in this highly complex and sophisticated electronics age hardly needs stressing. It is even more important if you wish to conduct your business successfully. There are the oral, written and electronic modes of communication. Your choice of mode of communication in a particular situation is dependent on your purpose and the facilities available.

在这个错综复杂的电子时代，有效交流的重要性不言而喻。其对企业的成功经营更为重要。交流的方式有口头的、书面的和电子的。在特定环境下所选择的交流方式由预定目的和现有设施决定。



信件：一种普遍的交流媒介

Letters: a Popular Medium of Communication

The written mode of communication has always been popular as it generally provides a more permanent record of the messages transmitted. This mode of communication consists of a rather great variety of media. They include letters, memos, reports, instructions, notices, meeting agenda, minutes and others. Among these, letters are the most frequently used medium.

以文字书写作为表达方式，因能更持久地保存其所传达的信息而普遍流行于世。这种表达方式包含了相当多样的媒介。它们包括：信件、备忘录、报告、通告、通知、会议议程、会议记录等等。其中，书信是使用最频繁的传媒工具。

Letters are communications in writing. They are written to provide information or seek action, or both. There are personal letters and business letters. Personal letters are mostly correspondence between individuals. They are mainly concerned with personal matters and convey personal messages. Such letters come in a great variety of styles and formats but these lie beyond the scope of this book. On the other hand, business letters are mostly correspondence among business organisations or between such organisations and individuals. They are mainly concerned with business matters and the messages conveyed are in essence, business oriented. There are often conventional styles and formats to adhere to. Such styles and formats are finite in number. This book aims at introducing to you, the learner or the prospective business letter writer, styles and formats used in contemporary business letters. In addition to discussing and explaining such conventions, abundant examples are provided.

信函是通过文字表情达意的。书写信件可提供信息、寻求行动或两者兼顾。信件分为个人信件和商务信件。个人信件大多是个人之间的联系，内容主要是讨论私人事件和传达个人信息。此类信件风格和格式多种多样，且超越了本书的介绍范围。另一方面，商务信函是商业机构间或个人与机构间互相沟通的重要纽带。它们从中主要起到了传达商务事件和商业信息的作用。通常，商务信函的风格和格式是有规可循的。此书举例丰富，旨在向读者介绍现代商务信函的风格和格式，同时对书信写作常规进行了讨论和讲解。



章节安排 Organisation of the Chapter

This chapter provides a description of aspects of business letters. It consists of the following sections:

这一章对商务信函各方面进行描述，包括以下几部分：

- | | |
|--|--------------|
| ● Effective Communication | 有效的交流 |
| ● Letters: a Popular Medium of Communication | 信函：一种普遍的交流媒介 |
| ● Organisation of the Chapter | 章节安排 |
| ● The Role of Business Letters | 商务信函的角色 |
| ● Some Features of a Good Business Letter | 出色的商务信函的基本特征 |
| ● Types of Business Letters | 商务信函的种类 |
| ● Organisation of the Book | 本书的整体安排 |



商务信函的角色 The Role of Business Letters

Business letters are of crucial importance in the conduct of business activities. They play an essential role in a company's correspondence with the outside world. Such correspondence is often the most important means by which business relations with clients and associates are established. Very often, letters are a company's only contact with a client. Through a company's letters, the reader forms an impression of the company.

商务信函在商务活动中起着决定性作用。它们在公司对外联络的过程中扮演着举足轻重的角色。这类联络往往是公司与客户间或生意伙伴间相互交流最重要的纽带。正如我们所常见的，信函经常是公司与客户取得联络的唯一途径。通过一封公司信函，其读者将会对该公司形成一个最初印象。

Despite the growing use of telephones and other electronic media, some authors point out that letters provide the most personal contact between the public on the one hand and business organisations and governmental agencies on the other. For example, although enquiries can be made by telephone, telex, postcard or email, if you wish to lodge a formal request or demand more information, you may have to write a letter.

尽管对电话和其他电子媒体的使用日益增长，但是有些作者指出，信件联络仍是公众与商业机构和政府机关之间最常见的联络方式。例如，虽然咨询可以通过电话、电报、明信片或电子邮件的形式进行，但如果你希望提交一项正规的申请或询问更多信息，你往往需要通过书信的方式来实现。



出色的商务信函的基本特征

Some Features of a Good Business Letter

It is crucial that letters should create a good impression. They must be well organised, attractively displayed, and as far as possible, free from errors in spelling, grammar and punctuation. If a company maintains high standards in its letters, it usually suggests that high standards of service are also provided. A well-presented and well-written letter may well pave the way for an essential business relationship.

是否能给读者带来良好的印象是一封书信成功与否的关键。在整个书信写作过程中，不但需要对文字及结构进行良好的安排从而使其富有表现力，而且要尽可能地将拼写、语法和标点错误降低到零。如果一家公司将其工作信函长期保持高水准，这就意味着这家公司同样会提供稳定、优质的商业服务。一封表达清晰且富有表现力的信函能够为建立和保持重要的工作关系铺平道路。

Every letter should have an aim. A letter is often judged by whether or not or how well it fulfils its aim. Moreover, a well-written letter normally embodies the following features: accuracy, brevity, clarity, courtesy and interest.

每一封信函都要有一个主旨。对一封信函质量的评判通常要看它是否并在哪种程度上实现其主旨。此外，准确、简练、明了、礼貌和有趣味性是一封出色信函应具备的特征。



商务信函的种类 Types of Business Letters

Different authors suggest different classifications of business letters. Many authors prefer to distinguish between Letters of Enquiry, Responses to Enquiry, Letters of Application, Letters of Confirmation, Letters of Complaint and Letters of Adjustment. Others may prefer to classify them as Persuasive Letters, Good and Neutral News Letters and Letters of Refusal. This book adopts the former classification, the one employed by most authors.

不同的作者对商务信函有不同的分类。许多作者倾向于将信件分为咨询函、回复函、申请函、确认函、投诉函和调解函。其他一些作者则将其分为诱劝信、报喜信、通知信和拒绝信。本书以前者（多数作者）的分类法为准。



本书的整体安排 Organisation of the Book

Chapter 1 provides background information of the book. It reviews a number of general aspects related to business letters. Chapter 2 examines the components of such letters. This includes considerations on conventions used in letter writing in the western business world. Models exemplifying styles, format and layout of business letters are presented. Chapter 3 focuses on Letters of Enquiry. Chapter 4 deals with Responses to Enquiry. Chapter 5 tackles Letters of Application. Chapter 6 studies Letters of Confirmation. Chapter 7 investigates Letters of Complaint. Chapter 8 handles Letters of Adjustment. In Chapters 3 to 8, abundant exercises are provided.

第一章向读者提供了本书的背景资料，回顾了关于商务信函的几个基本方面。第二章考察了各类信件的组成部分，其中包括运用于西方商务活动中对书信的常规要求。第三章集中于咨询信函。第四章讨论回复函。第五章着重于申请函。第六章考察确认函。第七章研究投诉函。第八章讲解调解函。在第三章到第八章中，还向读者提供了大量的商务信函练习参考。

Model letters relating to the exercises are provided in the Appendices. You are encouraged to work on the exercises first and then consult the models as references.

此外，用以练习的规范信函样本被收集在附录中。本书鼓励读者在使用参考范文前预先做一些自我练习，以收到更好的学习效果。

第二章 商务信函的组成部分、风格与格式 Parts, Styles and Layout of Business Letters



章节介绍 Introducing the Chapter

This chapter consists of two major parts. The first examines the component parts of business letters. The second investigates the format and layout of such letters.

本章包括两个主要部分。第一部分主要介绍了商务信函的组成部分。第二部分对此类信件格式与版面设计进行讨论。



商务信函的组成部分 Parts of a Business Letter

A business letter can be divided into three major parts. The first part consists of essential contacting details of both the writer and the reader. It may include the following components:

一封商务信函可以分为三个部分。第一部分包括寄信人和收信人双方的基本联络资料，由以下部分组成：

Writer's or Return Address

寄信人或回信地址

File References

文件存档号

Date Line

日期

Reader's or Inside Address	收信人或指定寄信地址
Attention Line	收信人提示

The second part consists of the actual message itself. It may include:

第二部分包含实际要传达的信息，包括：

Salutation	致敬
Subject Line or Heading	主题或标题
Introduction	介绍
Body	正文
Conclusion or 'Stating Intended Action'	结论或对预期行动的陈述
Complimentary Close	结束问候语
Signature	签名
Name & Title of the Writer	寄信人的姓名和称谓
Position of the Writer	寄信人的职位

The third part consists of supporting information such as:

第三部分是辅助材料，例如：

Enclosures	附件
Copies to Others	致第三方的信函复印件
Writer and Typist References	信件拟稿人和打字员标识
Indication of Page to Follow	页码标记

Many of the components listed above are obligatory in a good business letter. Others are optional and could either be included or omitted according to the purpose(s) of a particular letter. For instance, if a letter is sent with documents enclosed, an indication of its enclosures should be provided. On the other hand, if nothing is enclosed, the letter should not include any enclosure reference. Details on how to specify enclosures are provided in the Enclosures section later in this chapter. Meanwhile, a description of each of the components of the business letter is provided below.

以上信函的若干构成要素中，有一些是一封令人满意的商务信函必须具备的。其他则是有选择性的，可依据各个信函的特定目的加以使用或省略。例如，若有文

件随信一同附上，则应在信函中提示此文件的存在。另一方面，如果没有任何资料作为随信附件，其信函则不应包含任何附件存档信息。关于随信附件的具体要求将在下面章节中详细讲解。接下来将对商务信函的每一个组成部分进行描述及讲解。



寄信人或回信地址 The Writer's or Return Address

This is an essential piece of information that has to be included in a letter as this informs the reader where to send his or her reply. It is usually provided at the outset. Normally, you could choose between the open and the closed styles. The closed style requires the use of punctuation marks at the end of each line whereas the open style omits the punctuation marks. Compare the two following examples:

寄信人或回信地址是一封信件最基本的要素，因其向书信的读者提供了信函回复的地址。它通常位于信件的开端。一般地说，作者需要在“开放式”和“封闭式”中进行选择。“封闭式”要求在每行尾部运用标点符号，而“开放式”则省略了对标点符号的运用。以下是对这两种不同表达方式的比较：

- | | |
|--|--|
| 1. 48 George Street,
RANDWICK NSW 2031,
AUSTRALIA. | 乔治大街 48 号,
新南威尔士州兰德威克市 2031,
澳大利亚。 |
| 2. 48 George Street
RANDWICK NSW 2031
AUSTRALIA | 乔治大街 48 号
新南威尔士州兰德威克市 2031
澳大利亚 |

In the above examples, did you notice the presence of punctuation marks in Example 1 and their absence in Example 2? Example 1 provides a model of a closed style address while Example 2 a model of an open style address. Please also note that on the line where the house number and the street name occur, it is customary to omit the comma between the two elements. Study the following examples:

从以上的举例中，你是否注意到标点符号在例 1 中的运用及其在例 2 中的省略？