

名师应用英语教程



商务报告

英语写作规范



Writing Business Reports

原著: Anthony Cheung

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Preface

前言

The purpose of this book is to show the reader how to write good business reports. It does so by examining and explaining the various components of business reports and providing models of these components. An easy-to-follow step-by-step approach is adopted. The examples included have been carefully selected and are relevant to a wide range of business situations.

此书旨在向读者展示怎样才可以写出出色的商务报告。通过对各种类型商务报告的分析 and 阐释，以及所提供的商务报告各组成部分的范例，由浅入深，循序渐进地实现它对读者的承诺。此书提供的所有范例和范文均经过精心挑选，并且与广泛的商务场景相联系。

This book is intended for those who wish to learn and master the techniques and skills required to write good business reports. It can be used as a textbook for the business communications student. It can also be used as a reference book by all business executives who need to write reports.

由于此书是针对那些希望学习和掌握写出令人满意的商务报告技巧的人而编辑的，所以此书既可以作为商务英语课程的教学用书，又可以推荐给所有需要写作英文商务报告的经营管理人员，作为工作参考用书。

The book begins with an examination of a number of questions relating to business reports. It then describes the component parts of business

reports: Title Page, Contents, Executive Summary, Acknowledgements, Background, Terms of Reference, Scope, Source of Information, Information Gathering Method and Procedure, Presentation of Findings, Discussion and Interpretation of Findings, Conclusions, Recommendations, Bibliography and Appendices. This is followed by detailed discussions of the components. In addition, there are ample models, explanations and exercises.

这本书首先从写作商务报告涉及的一系列相关问题入手展开分析, 随后描述了商务报告的各个组成部分: 扉页, 目录, 行政概述, 答谢, 背景, 涉及的目标和相关领域, 范围, 信息来源, 信息归集方法和程序, 提交的研究结果, 对研究结果的讨论和阐述, 结论, 建议, 参考资料和附件。关于商务报告各个组成部分的详细讨论将依此逐步展开。此外, 本书还集中了大量的范例, 对范例的说明和练习。

Thanks are due to a number of colleagues and associates, including Millie Ng, Janet Mitchell, Samuel Tang, James Cameron and Kerstin Thorn-Seshold for their time and effort in proof-reading the draft, trialling the materials, and invaluable comments. We thank them for their perseverance and apologize if we have not done their comments justice in our revisions. We would dearly like to have had all the errors eliminated: the responsibility for those that may be left is entirely ours.

在这里要感谢我的同事和助手们, 他们是 Millie Ng, Janet Mitchell, Samuel Tang, James Cameron 和 Kerstin Thorn-Seshold。他们为此书的出版, 在校对初稿、试用教材和坦诚批评过程中, 付出了大量时间和努力。如果我在此书的修改中未能合理地吸收他们的批评, 请允许我向他们表示歉意。我还要诚挚地表示, 此书中所有错误和不妥之处, 责任完全在于我本人。

Anthony Cheung
David Knapp

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第一章 介绍：什么是报告？

Introduction: What is a Report?

In this chapter we will raise some questions before we start to look at how to write reports.

在阅读如何写报告前，我们首先在这一章提出一些问题。

The questions are these:

这些问题是：

What is a report?	什么是报告？
Why are reports written?	为什么要写报告？
Who reads the reports?	谁阅读报告？
What types of reports are there?	报告有哪些类型？
What is a Business Report?	什么是商务报告？
How are reports structured?	商务报告的结构是怎样的？
What sort of language is used in a report?	商务报告中使用的哪种语言？

Think about these questions in relation to your own work and try to answer them either in your first language or in English, on paper or in your mind. There is no "right" or "wrong" answer. In this Chapter, we will look at some suggested or possible answers. These are then followed by a discussion of some of the reasons for writing reports and some of the problems which might be encountered.

想想这些与你工作相关的问题，并且尝试用你的母语或英语在纸上或脑海中

回答这些问题。没有“对”或“错”的答案。在这一章，我们将提出一些建议或可能的答案。随后我们将讨论为什么写作报告和写作中可能遇到的一些问题。

什么是报告？ What is a Report?

What are the characteristics of a report? Write your own definition taking into account the following:

报告的特征有哪些？考虑下面几个因素，写出你自己的定义：

The purpose or aim of a report

报告的目的或目标

The content of a report

报告的内容

The readers of a report

报告的读者

The reasons for writing a report

写作报告的原因

Exercise 1.1 (练习 1.1)

Your definitions:

你的定义：

Here are some suggested answers:

下面是部分建议的答案：

The purpose of a report is

to convey certain specific information,
to provide people with information.

报告的目的是：

传递某种特定的信息；
向人们提供信息。

A report contains

an account of something,
a description of events,
results of research, etc.

报告包含：

对某个事情的说明；
对某个事件的描述；
关于某项研究的结果，等等。

A report is written

for a specific reader or readers.

The reason for writing

is usually an answer to a question
or demand for information.

报告是为

某特定读者或读者群而写的。

写作报告的原因

通常是对某问题
或某种信息需求的答复。

Here is a suggested definition of a report. Do you agree with it?

下面是关于报告的一个建议性定义，你同意吗？

A report is an account of an event/events

or a subject

giving information

to a specific reader or group of readers,

usually in response to a request

or enquiries for information.

报告是说明某个事件 / 某组事件

或某个主题的，

向某个特定的读者

或读者群提供信息，

通常是对信息的要求

或咨询做出回应。



为什么要写报告？ Why are reports written?

Reports are written:

写报告是为了：

- To give information on specific areas as requested 按照要求提供特定领域的信息
- To give information on which decisions can be based 提供能够据此做出决策的信息
- To give information to interested parties on specific work done 向有关方面提供有关特定内容的信息
- To provide a written record 提供书面记录

- | | |
|--|---------------------|
| • To provide a record of the results and conclusions of research from which debate can begin | 提供研究结论和结果的记录，以便展开讨论 |
| • To provide general information to other staff or colleagues | 向其他员工或同事提供一般信息 |
| • and for many other reasons. | 以及因为其他原因。 |
| • Can you think of any? | 你能想到更多的原因吗？ |

Exercise 1.2 (练习 1.2)

What are some of the reasons why you or your colleagues might write a report?

你和你的同事撰写报告的原因是什么？

Summing up, reports could serve three major functions:

归纳起来，报告通常具有三个功能：

- | | |
|--|---|
| • Investigative—to give information from which recommendations can be made. These are usually commissioned by someone. | (调查功能——提供建议性的信息。通常受某人委托而写。) |
| • Evaluative—to assess current policy, procedures or practice, in order to make recommendations for future action. | (评价功能——评估现行政策、实施步骤或实践状况，以便对下一步的行动提出建议。) |
| • Progress—to serve as a record of work already done on an ongoing project. | (反映进度功能——对正在进行的项目进展情况进行记录。) |

谁阅读报告？ Who reads the reports?

A report is often commissioned by a particular person or group, e.g. a

manager or a committee. It is then logical to assume that the primary readers of a commissioned report are those who commissioned it.

报告通常是受某些人或某部门委托而写的，如某经理或某委员会。因此，可以认为报告的主要阅读者就是那些委托写作报告的人或部门。

Reports might also be written for colleagues and peers. These people may share some knowledge of the field which is the subject of the report—a group of sales managers, personnel officers, word-processor operators or advertising executives.

报告也可能是写给同事和同行。通常这些人员具备报告中所涉及领域的知识——销售经理队伍、人事部门、文字处理操作员或广告部门的人员。

In addition, a report might be meant for the general public or for interested parties outside the organization that commissioned it.

此外，报告还可能面向委托单位以外的大众或相关利益方。

For whomever a report is written, you must remember that it is written for particular readers. Always keep those readers in mind while you are writing.

无论报告为谁而写，你必须记住它是为特定读者写的。在你写作报告时总是要把那些特定读者放在心里。

Your knowledge and understanding of the readers will influence how you write and what you write.

你对读者的了解和你所掌握的知识，将影响到你如何写作报告和在游戏中写什么。

报告有哪些类型？ What types of reports are there?

There are many different types of reports which have different functions. Some examples are:

报告有许多不同类型并且有不同功能。举一些例子：

Long report—These are written in report style and format. They have similar functions to short reports, but are usually intended either for publication, e.g. a public company's Annual Report, or for a more specialized readership, e.g. technical reports, financial reports, etc. They might also be written for government departments in order to facilitate or provide a background for policy decisions, e.g. the environmental feasibility report of a proposed development project.

长篇报告——这是以报告的形式和格式撰写的。与短篇报告有类似的功能，但是通常或有公布的考虑，如公开上市公司的年报，或为了更专门的读者群而写的，如技术报告、财务报告，等等。它也可能是为政府部门而写，为了便于决策或为决策提供某些背景，如建议项目开发的环境可行性报告。

Short reports—These are written in report style and format. Their length, by definition, is usually short. The length of many short reports may range from one to several pages. A lengthy “short” report very rarely exceeds twenty pages. Short reports are usually addressed internally to the management of a company or externally to clients. These reports are perhaps, next to letters, the most frequently used business documents.

短篇报告——这是以报告的形式和格式撰写的。正如其名称，短篇报告的长度通常在文字表述上是短的。很多短篇报告的长度是一页至几页不等。一份较长的短篇报告很少超过 20 页。通常，短篇报告是写给公司内部管理层或外部客户看的。这些报告也许是仅次于商务信函，使用最频繁的商务文件。

Form reports—With this type of report, the author or the person who is to provide the information has to fill in special pre-printed forms. These reports are usually concerned with routine matters or situations which occur frequently, e.g. an accident report or a breakdown report. Once a form is designed and printed, it may last for years, as redesigning and reprinting could be costly.

格式报告——对于这种类型的报告，作者或信息提供者须填写某个专门预先印好的格式。这些报告通常涉及日常事务或经常发生的情况，如事故报告或故障报告。一旦格式设计和印制好，就能使用很多年，因为重新设计和重新印制可能使成本上升。

Letter reports—These are short reports in the form of a letter. They are similar to memo reports but are usually addressed to external clients or business associates.

信函报告——这是以信函形式表现的报告。它类似于备忘录报告，通常面向外部客户或商务伙伴。

Memo reports—These are short reports written in memo format for passing on information to staff within a company, organization or workplace.

备忘录报告——这是以备忘录格式写成的报告，向公司、组织或工作场所内的职员传递某些信息。

备忘录与备忘录报告的区别是什么？

What is the difference between a Memo and a Memo Report?

The main differences are in function and structure:

二者的主要区别在于功能和结构上：

1. Memos are primarily internal, for giving information and requesting/suggesting action. The aim of a memo is usually to get things done quickly or to inform a whole group of people within the same organization as quickly as possible. Nowadays these are usually transmitted by e-mail. A memo report has a similar function, but may be communicating more complex information, and often does not require an immediate response.

备忘录主要用于内部提供信息和要求 / 建议某项行动。备忘录的目标一般是让事情做得更快或尽可能快地通知同一组织内某一群人。现今社会中，备忘录主要是通过电子邮件传送的。备忘录报告有相同的功能，但可能需要交流更复杂的信息，并且通常不要求立即给予答复。

2. The memo report is usually longer and has a clearer structure than other kinds of memos. A memo report may have an Introduction, a Body and a Conclusion whereas other types of memo do not.

与其他种类的备忘录相比，备忘录报告一般更长并且有更清楚的结构。备忘录报告有简介、正文和结论几个部分，而其他类型的备忘录没有这种要求。

我们将讨论哪些报告？ Which reports do we address?

In this book we will focus on short business reports, as these are the type of reports most often written by people in business. We will not be dealing with long reports or reports meant for publication, as these are usually prepared by professionals such as accountants, solicitors or publishers. Nor will we be dealing with form reports, as these usually require little writing.

在这本书中我们将集中讨论短篇商务报告，因为这是商务活动中人们最经常使用的类型。本书不涉及长篇报告或准备出版的报告，因为它们一般是由专业人员（如会计师、律师或出版商）撰写的，本书也不涉及格式报告，因为它一般没有写作方法上的要求。

什么是商务报告？ What is a Business Report?

The definition of the word “business” can be quite broad. It need not be restricted to areas which are directly related to money making or commerce. By “business report” we mean an official report written by an individual or individuals for a company or organization (which might be a government organization or a non-profit one) as part of the “business operation” of that company or organization.

“商业”这个词的定义非常广泛。它并不局限于为了盈利或与商业活动直接关联的领域。我们所指的“商务报告”是由个人或小组为公司或组织（也可能是政府组织或非营利机构）撰写的，作为公司或组织“商务活动”的组成部分的正式报告。

The main aims of a Business Report are:

商务报告的主要目的是：

- | | |
|---|-------------------|
| • To communicate information to specific readers | 给特定读者传递信息 |
| • To act as a written record for future reference | 作为未来业务参考的书面记录 |
| • To present conclusions and make recommendations so as to facilitate decision making | 提交结论和提出建议，以便于做出决策 |

Exercise 1.3 (练习 1.3)

Read the extracts from different reports below. What kind of reports do you think they come from?

阅读以下不同报告的摘录。你认为它们摘自哪种类型的报告？

1. I visited Indonesia between 10-20 November, promoting our company's latest product as planned.

11月10日至20日我出差去印度尼西亚，按计划促销本公司最新产品。

2. As requested in your letter dated 30 October, I am writing to report to you on my overseas promotion trip to Indonesia between 10 and 20 November this year.

按照您10月30日信中的要求，我正在起草有关今年11月10日至20日前往印度尼西亚进行海外促销的情况报告。

3. The purpose of this report is to present an evaluation of the sales result of MGA's new forestry product AC101 in the Indonesian market following a recent promotional tour of MGA's overseas marketing team from 10 to 20 November.

这份报告的目的，是评估11月10日至20日MGA海外营销团队促销活动结束后，MGA最新森工产品AC101在印度尼西亚市场的销售情况。

Exercise 1.4 (练习 1.4)

What are the differences in the language, format, etc.?

在语言、格式等方面有何不同？

 报告的结构是怎样的？ How are reports structured?

The structure of reports—how their component parts are organized—is extremely important. A well-structured report is much easier to read than a badly structured one and gets its message across much more clearly.

报告的结构——文章各部分是如何组织的——对商务报告十分重要。结构好的报告比结构差的报告更易于阅读，并且可以更清楚地传达信息。

The majority of effective reports share a fairly similar structure, although there is some variation and flexibility in the way the component parts are organized.

尽管在文章结构安排上可以有一些变动和弹性，但是，大多数有效的商务报告都有相似的结构安排。

The following are the common component parts of a report in English:

下面列出英语商务报告的一般结构安排：

- | | |
|---|-------------|
| 1. The Title Page | 扉页 |
| 2. The Table of Contents | 目录 |
| 3. The Executive Summary | 行政概述 |
| 4. Acknowledgements | 答谢 |
| (1-4 are sometimes collectively known as the Preliminaries) | |
| (1~4 项有时统称为报告起始部分) | |
| 5. The Background | 背景 |
| 6. The Objectives or Terms of Reference | 涉及的目标和相关领域 |
| 7. The Scope | 范围 |
| 8. The Source of Information | 信息来源 |
| (5-8 are sometimes collectively known as the Introduction) | |
| (5~8 项有时统称为介绍部分) | |
| 9. Information Gathering Method and Procedure | 信息归集方法和程序 |
| 10. Presentation of Findings | 提交的研究结果 |
| 11. Discussion and Interpretation of Findings | 对研究结果的讨论和阐述 |
| (9-11 are sometimes collectively known as the Body) | |
| (9~11 项有时统称为正文部分) | |