



全国教学型本科院校商务英语系列规划教材

BUSINESS ENGLISH WRITING

商务英语写作

董晓波 主编



对外经济贸易大学出版社

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Business English Writing

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Business English Writing

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出版说明

随着经济全球化浪潮的日益高涨，中国与世界各国之间的经贸往来日益密切，既掌握娴熟英语又具有扎实商务专业知识的复合型人才已成为市场的主要需求。根据教育部发布的《国家中长期教育改革和发展规划纲要》，“建立高校分类体系，实行分类管理”的要求，对外经济贸易大学出版社专门针对教学型本科院校组织编写了这套“全国教学型本科商务英语系列规划教材”。

现在，我国的高等院校分为大致可分为研究型、教学研究型、教学型三大类。不同类型高等院校在人才培养类型、创新贡献和服务社会方面都应有各自的定位。与之相应的，其适用教材也各有不同。教学型高校作为我国高等教育的主力，量大面广、层次多、类型多，是培养应用型高级人才的主要力量。教学型高校以培养应用型、复合型人才为出发点，按“基础扎实，知识面宽，应用能力强，素质高，有较强的创新精神”的要求，以人为本，使学生“会学习”、“会创新”、“会做人”，既加强通识教育，同时也为终身教育作准备、打基础。

本系列教材面向全国教学型本科院校，目标群体明确。教材选题和内容均根据全国教学型本科院校课程设置而定，作者队伍选自全国教学型本科院校的优秀一线师资。本教材适用于全国教学型本科院校商务英语专业、财经专业和英语专业校商务/应用/外贸外语方向的学生。

本套“全国教学型本科商务英语系列规划教材”包括《商务英语综合教程1-4册》、《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语函电》、《商务英语翻译》、《商务英语口译》、《商务知识导读》、《英语财经报刊阅读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》《国际商务制单》和《国际贸易理论与实务》。

本系列的编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（可登录我社网站 www.uibep.com 下载）。

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前言

Preface

当今世界经济全球化的趋势迅速发展，我国与世界各国和地区之间的交往日益频繁。培养大批复合型商务英语人才的任务越来越迫切。基于此目的，我们编写了《商务英语写作》一书。

本书运用国内外商务沟通的最新研究成果，从原则出发，突出商务写作的特点，在培养学生分析和判断能力的同时，启发学生思考和创造。本教材的编写宗旨是：致力于解决学习者在商务英语写作中面临的主要问题，即如何学以致用，把课堂学习同就业需要有机结合；把商务背景知识、语言知识和语言技能有机结合。除第一章概论外，本书共涵盖十四种主要商务文体的写作要领，分别为求职信、简历、证书与证明、会议记录、通知与公告、行程表和议程表、电子邮件、便条、商务信函、商务报告、邀请函、合同与协议、广告和指南、说明书及手册。十四种商务文体依此分为十四单元。每一单元遵循统一体例，分为四部分。第一部分为概述部分，简要介绍本书所涉及商务文体的性质、特点、格式等；第二部分为样例部分，每篇例文后均附有新词难词注解及编者的简要分析评论，以帮助学习者更好地理解掌握每一种商务文体的写作技巧和要点；第三部分为句式集锦，归纳总结每单元商务文体写作中可能用到的一些术语或句式表达，供学习者参照和举一反三；第四部分是练习，为学习者提供了自我检查的机会。学习者可以按照自己不同的学习需求，选择适合自己的习题进行实际操练。为了便于读者自学，所有的习题均在书后附有参考答案，答案可联系出版社索取。

本书既可以作为高等院校国际贸易和商务英语专业英语教材，也可以作为涉外文秘专业、对外汉语专业及其他涉外专业的应用写作教材，同时也是有志于从事国际商务活动的人士的必备参考书。

本书由董晓波主编，董晓波、徐东青、季璇编写。感谢孙茂华、董长生、侯远秀、董晓峰、王欣的支持与帮助，以及于银磊、施剑、周斌、关琦、陈琳、张明明等同学在资料搜集整理过程中所提供的帮助。在编写过程中，我们力求做到完美，但是限于水平，偏颇和疏漏之处在所难免，恳请广大同仁和读者不吝指正。

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Good learning of writing various parts of English business letters is very important. Only after mastering the correct writing skill can you strengthen the good impression your corporation gives to the outside world and increase its prestige. It is also beneficial to raise the position and the trust of your corporation in the business circle.



Writing Strategy

商务信函应包含的内容:

- 1) Letterhead: A letterhead is the heading at the top of a sheet of letter paper. It usually consists of a name and an address, and a logo or corporate design, and sometimes a background. Letterhead may also refer to a piece of letter paper imprinted with such a heading.
- 2) Date: including the accurate year, month and day
- 3) Inside address: The inside address should include the receiver's name and title, company name, street address, city, state (province), post-code, and country (if necessary). They are typed at the upper left-hand margin of the sheet, starting two to three lines below the last line of the letterhead.
- 4) Salutation: Salutation is placed two lines below the inside address. The salutation is "Gentlemen" if the letter is addressed to an organization. In business correspondence, the most commonly used salutation forms are:

Dear Sirs, (British Style)

Gentlemen: (American Style)

Dear Sir,

Dear Madam:

Dear Mr. Brown:

Whether married or unmarried, a woman is always addressed as "Dear Madam", never as "Dear Miss". The Americans prefer to use "Gentlemen" while the British use "Dear Sirs." Even when the firm's name is the name of a single individual, the salutation of plural form is preferred.

In writing to a firm consisting of both men and women, or even to a firm consisting of women alone, the salutation of "Gentlemen" is preferably used.

The salutation of "Dear Sirs" is followed by a comma and "Gentlemen" is followed by a colon.

5) Body of the letter

This part is the most important one in business correspondence. The body of the letter generally consists of four essential parts.

① Opening(or Introduction)

The opening is actually the background of this letter. It indicates the referring letter, contract or letter of credit to which response will be made.

② Details

The details refer to the enquires, problems, requirements, etc. which will be put forth by the letter. Some relative details will be illustrated in this part.

③ Response (or Action)

In this part the expected response or possible decision will be expressed here.

④ Close

In this part a short close must be made politely. Attention must be paid to the keeping of friendly relations between the letter writer and the letter receiver. Business development should not be hindered by a discourteous letter close.

In writing the body of the letter you must always ask yourself about the purpose of writing this letter. You must always consider the best ways of accomplishing your hope and conveying your ideas to your correspondent. Try your best to streamline your letter and use short sentences and short paragraphs for giving your correspondent a brief letter to read fast. Start a new paragraph for each point you wish to stress and make your letter to be read easily and clearly and as well inspire the action or response you desire.

6) Complimentary close: courtesy expressions used when ending the letter.

Complimentary close is used to provide the letter with a courteous ending. The correct position for complimentary close is two lines below the body of the letter to the right side of the page, in line with the date block at the top.

In business correspondence, "Yours truly" is the style used most frequently. Here are some more styles which can be used: Yours sincerely, Sincerely yours, Yours faithfully, and Faithfully yours.

If continuation sheets are needed, plain paper of the same quality as the letterhead must be used and typed with a heading to show the following:

① The number of the sheet (in the center of the page)

② The name of your correspondent (on the left-hand side)

③ The **date** of the letter (on the **right-hand side**)

Example:

— P2 —	
China Textile I/E Corp.	Nov. 1st, 2009

7) Signature: signature of the sender

The **signature** is the signed name of the person writing the letter. It is signed by hand in black or blue ink. Since the hand-written signature is illegible, the name of the signer should be typed below the signature. The name should be written out in full, as initials may be misleading or confusing. It is common to have the writer's name typed several lines below the complimentary close, leaving space **between** for the hand-written signature, followed by one's job title or position.

If the writer writes the letter for his firm, not for himself, he should type the name of his firm in capital letters below the complimentary close, followed by his signed name right below it.

8) Postscript

When the letter writer forgets to mention or to emphasize something in his letter, he may add his postscript two spaces below the CC notation. For example,
P.S. The catalogue will be airmailed to you under separate cover.

However, the adding of a "P.S." will show that the writer's letter is lack of good planning and well consideration, so the adding of a "P.S." should be avoided as far as possible.

商务信函的形式:

商务信函基本上有三种形式。

1) Block Style (齐头式)

除了信纸的信头 (letterhead) 已印制于公司专用信纸的中央顶端, 其他各项均置于信纸的左端。

2) Semi-block Style (混合式)

又称“Modified Block Style with Indented Paragraphs”。

混合式把日期 (date) 和参照号 (references) 的位置固定在右边, 以方便归档和检索工作的进行; 结尾语 (complimentary closing)、签名 (signature) 及打印的名字 (typed name) 同信纸的信头 (letterhead) 一起放中间, 其余部分放在信纸左端。

3) Intended Style (缩行式)

缩行式可以选择以上两者任意一个形式，只有正文 (main body) 部分起头处向内缩五六个空格。

以下为这三种直观形式：

a. 齐头式

<u>Letterhead</u>
<u>Date</u>
<u>Inside Address</u>

<u>Salutation</u>
<u>Main Body</u>

<u>Complimentary Close</u>
<u>Signature</u>

b. 混合式

<u>Letterhead</u>		<u>Date</u>
<u>Inside Address</u>		

<u>Salutation</u>		
<u>Main Body</u>		

<u>Complimentary Close</u>		<u>signature</u>

Example:

<p>Jill & Johnson Co. Ltd. 28 Linkin Street, Toronto, Canda Tel: ***** E-mail: ***** Fax: ***** Post Code: *****</p>	
<p>27 July, 2009</p>	
<p>Mr. *** General Manager Jiangsu Textile Imp.& Exp. Corp. Renming Street, Gulou District Nanjing, China</p>	
<p>Dear Sirs,</p> <p style="text-align: center;">Re: Expediting the Delivery of the Goods</p> <p>With reference to our 2 000 dozen silk dresses under our Sales Confirmation No. K963, we think it is our duty to remind you that the date of delivery is approaching, but we still haven't received your Shipping Advice. Since our L/C has already been opened for one month, please expedite the delivery of the goods to meet the urgent needs of our customers.</p> <p>In addition, we would like to inform you that any delay in delivery of our goods will effect the prospective business relationship between us.</p> <p>Looking forward to your prompt reply.</p>	
<p>Yours sincerely, Jill & Johnson Co. Ltd. Signature (hand-signed) Jill Smith (typed Our Branch)</p>	



c. 缩行式

<u>Letterhead</u>		<u>Date</u>
<u>Inside Address</u>		
<hr/>		
<hr/>		
<u>Salutation</u>		
<u>MainBody</u>		
<hr/>		
<hr/>		
<hr/>		
<hr/>		
<hr/>		
<hr/>		
<u>Complimentary Close</u>		
<u>Signature</u>		

keep your reader in mind. There is an old saying, "Put yourself into the reader's shoes." It means that you must always show your consideration for your correspondents.

2. Courtesy

When writing to your correspondents, it is necessary for you not only to be polite, but also to be sincere, tactful, thoughtful and appreciative. It is also a kind of courtesy for the tradesmen to answer the letters and the enquiries promptly. Any delay in dealing with the matters is discourteous.

3. Clarity

The writer should express his aims, ideas and requirements clearly not only by distinct and understandable wordings, but also by correct phrases, tenses, voices and sentence structures in order not to be misunderstood or misinterpreted. Writing letters to and fro for enquiring about the same thing will enable you to miss business opportunities.

4. Conciseness

A letter written with wordiness or redundancy will not be welcomed in the business circle. The business field is just like a battle field. The aim of doing business is to gain profits from fighting a quick battle to force a quick decision in winning over the business opportunities. In writing letters, the sentences you use must be brief and to the point.

5. Concreteness

The enquiries of others about something and your answers to the others' letters must be made with reality and concreteness. Any ambiguous and vague words must not be used and the information must be supplied with definiteness and concreteness.

6. Completeness

The business letters must consist of complete and intact information. The incomplete information will fail to enable the tradesmen to seize the business opportunities of doing mutually beneficial trades.

7. Correctness

In spite of holding some important and beneficial information in hand, lacking correct skills and certain level to express it in writing will make you unable to achieve your aim of conveying the business opportunities to others. Therefore, studying well the English grammar and syntax is very important for your achieving this goal. Whenever you are writing letters, faxing or e-mailing, you must check the typings of figures, types, specifications, etc. again and again before sending them out in order not to make any mistakes which will bring injuries to your business.



Writing Practice

Discuss the following questions.

1. How many major parts does a business letter consist of?
2. What are the functions of a business letter?
3. Name some different styles of business letter. What are the differences among them?
4. Talking about business letter, we often hear the 7Cs principles. What are they? And how do you understand these principles?
5. What must be considered first when we write a business letter?