



高职高专工作过程导向系列规划教材·商务英语类

商务英语写作

主编 / 丁 琪



冶金工业出版社

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商务英语写作

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内 容 简 介

本书基于当前商务领域所必需的应用文体确定编写内容,既可按不同主题分为Job Hunting (求职)、In-house Correspondence (文案类函件)、Business Documents (商务函件)和Publicity (广告宣传)共四大模块,又可按功能分为Resume (简历)、Cover Letter (求职信)、Resignation and Recommendation Letters (辞呈与推荐信)、Notice (通知)、Poster (海报)、E-mail and Fax (电子邮件与传真)、Memo (备忘录)、Invitation and Greeting Cards (请柬与贺卡)、Thank-you Letter, Complaint Letter, and Apology Letter (感谢信, 投诉信与道歉信)、Minutes (会议记录)、Agenda (议事日程)、Business Report (业务报告)、Market Research (市场调查)、Product Brochure (产品简介)、Commercial Advertisement (商业广告) 和Recruitment Advertisement (招聘广告) 共16种不同的文体。

本书编写理念新,内容时代性强,从高职高专商务英语学生的需求出发,采用项目教学、头脑风暴、任务驱动等模式进行编写,突出实用性和实践性,更接近真实岗位和工作需要,使学习更加轻松有效。

本书实务性强,既适合作为高职高专院校商务英语及相关专业的教材,也可作为部分外企人员和国际贸易人员的自学参考用书。

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前 言

随着对外开放的进一步深入与经济的迅速发展,中国在诸多方面都日益与国际标准接轨,走在前列的商务领域中越来越多的工作岗位会涉及到商务英语应用文写作,规范得体的英语应用文不仅可以体现一个商务机构的形象与商务人员的素质,更有助于商务活动的顺利进行。商务英语写作的课程开设与教材编写尤为重要。

为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划,加快高等职业教育改革与发展的意见》(教高[2006]14号)和《关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)文件精神,根据当前高等职业教育教学实际,结合当前社会经济发展趋势对商务英语人才培养提出的更高要求,本书在充分研究现有相关教材的基础上,参考了多方面的相关资料,编写体例上重新整合,按照高职高专商务英语学生的需求,采用项目教学、头脑风暴、任务驱动等模式进行编写,陈述性知识穿插于程序性知识之中,突出实用性和实践性,更接近真实岗位和工作需要,让学习更轻松有效。

本书内容编排如下:

全书按照不同主题分为Job Hunting (求职), In-house Correspondence (文案函件), Business Documents (商务函件), Publicity (广告宣传)共四大模块。其中每一类又可按功能分成不同的文体,共有16种,每种文体都按下列体例进行编写。

(1) 导入 (Lead-in)。每单元开篇简要介绍一下相关文体,让学生对其有一个宏观的认识。

(2) 热身 (Warm-up)。通过提问或小练习等活动将学生引导到该文体的写作要点上,以启发学生的学习积极性与主观能动性。

(3) 范例 (Samples)。采用范例让学生一目了然地对该文体有一个直观的认识,在教师指引下研读例文,使学生对其写作格式、写作目的有所领悟,为真正掌握其写作规范奠定基础。

(4) 格式 (Format)。此部分尽可能用最简洁明快的方式解释说明写作的格式要求,以方便学生把握。

(5) 要点提示 (Tips)。用提纲挈领的方式简要说明写作的要点与注意事项,条理清晰,便于记忆。

(6) 练习巩固 (Try Your Hand)。让学生从词汇的选择到句子的写作再到篇章的写作三步由易到难进行循序渐进地练习。

(7) 相关词汇 (Word Bank)。补充与该文体相关的词汇,在学生练习时起到启发心智、打开思路的作用。

(8) 补充阅读 (Read More)。补充课外阅读材料,扩大视野同时,也方便学生练习时参考使用。

(9) 写作指点 (Writing Guide)。介绍与写作相关的一些基础知识,内容包括商务英语写作的基本原则、英文书信的结构与信封的书写、大小写的用法、标点符号的用法等。



本书具有如下特色：

(1) 编写理念新。以工作过程为导向，以工作任务为主线，以培养学生的职业能力为核心来设计学习与单元结构。

(2) 内容时代性强。根据国际商务活动以及相关政策的最新发展变化，本着“实用、必须、够用”的原则，在对目前商务领域所必需的应用文体进行调查的基础上确定编写的内容范围，使教学内容更贴近于当今国际贸易活动的实际，具有鲜明的时代特征。

(3) 学生为中心。按照建构主义的教学模式来设计教学过程，让学生通过建立概念框架、进入问题情境、自主或协作学习、效果评价等学习过程，掌握相应文体的写作规范，在这其中教师则起到组织者、指导者、帮助者和促进者的作用。

(4) 编写目标明确。针对高职学生的特点，各文体的讲解简明扼要、深入浅出、条理清晰、易于接受；同时补充相关词汇及范文，便于学生更好地进行相应的练习。文中出现的生词，会在右侧标出英、汉语解释，使学习过程更加轻松。

本书由丁琪任主编，高兴翠、程艳、汪截屏、张岩、张冬梅任副主编，吕媛、易文燕、丁香、冯守宁参加编写。

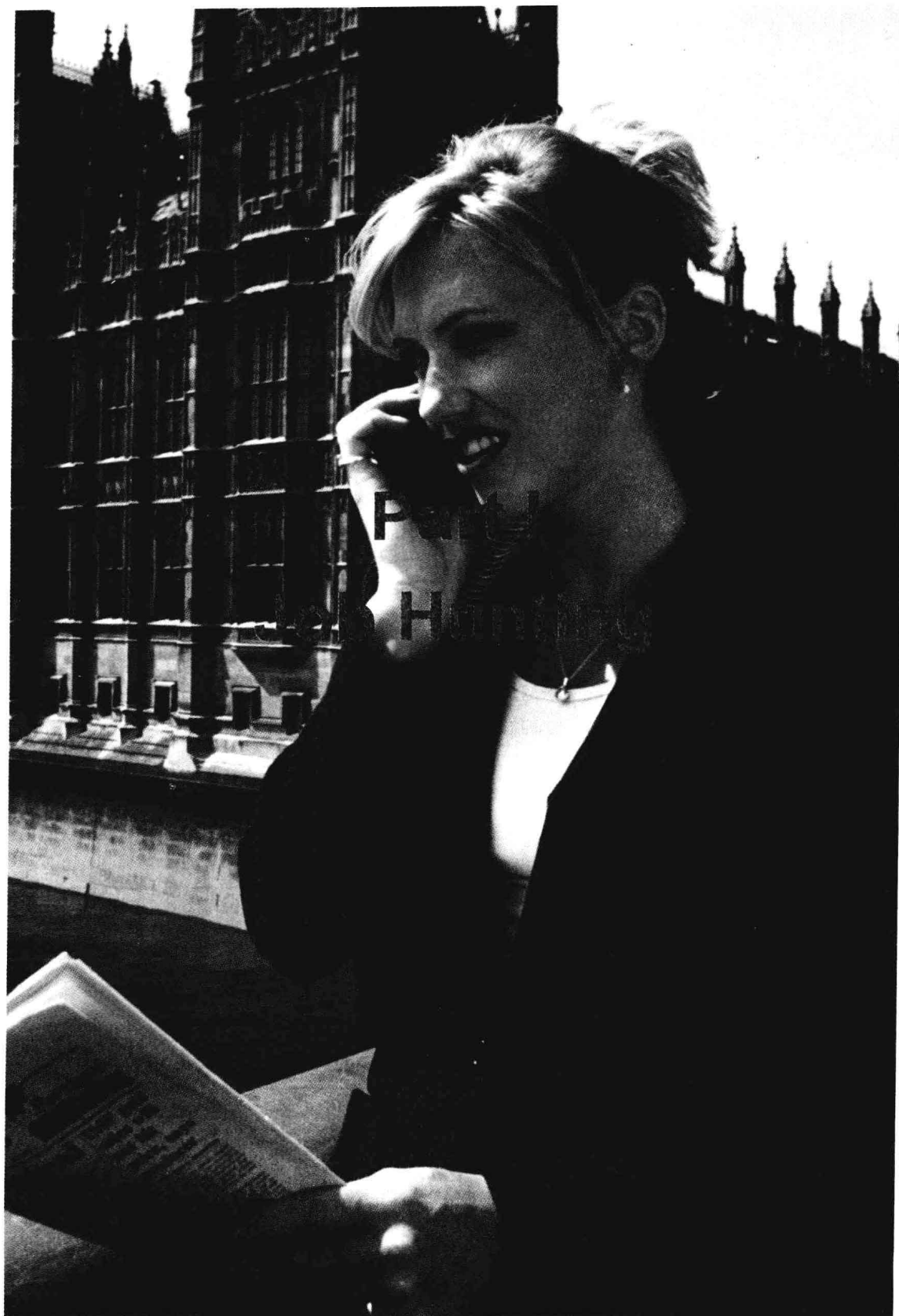
本书在编写过程中参考了大量的国内外有关资料，得到了许多学界前辈、同行及外籍教师的热心帮助和指导，在此一并致谢。

由于编者水平所限，书中如有不足之处敬请使用本书的师生与读者批评指正，以便修订时改进。如读者在使用本书的过程中有其他意见或建议，恳请向编者(bjzhangxf@126.com)踊跃提出宝贵意见。

编 者

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Unit 1

Resume

Lead-in

A resume (used especially in the United States, in English and Canada) or CV (curriculum vitae) is a document that contains a summary or listing of one's education, professional history, job qualifications and other accomplishments.

It is typically the first item that a potential employer encounters regarding the job seeker, and therefore it must be attractive, informative, and persuasive.

Warm-up

1. As an employer, what would you like to know about the applicants? What kind of applicants will you pick out as the interview candidates?
2. What are your strengths and weaknesses in job seeking? How to make your resume eye-catching?

Samples

Job Ad. 1

Company: Black (Beijing) Import & Export Limited

Position: Business Assistant

Requirements:

- Needs Business Assistant with an associate degree or above;
- Having high moral qualities, Honest, and No smoking;
- Native fluency in English or Chinese;
- Ability to meet deadlines under pressure and work with minimal guidance on multiple projects concurrently;
- Good communication skill with different countries and cultures of peoples;
- Good managing skill for working, and meeting of business.

To Apply:

Please send your resume and a cover letter describing your skills, as e-mail text and NOT AS AN ATTACHMENT, to blacktrans@gmail.com; cvtrans98@yahoo.com; mimilyn timer@hotmail.com

For more information, Please contact Black 86 10 8962 1197

Resume 1**Maria Li****Personal Information**

Gender: female

Birth-date: Oct. 20, 1987

Marital status: single

Tel.: 13086216919

E-mail: licx@yahoo.com. cn

Career Objective

To obtain an entry-level position related to import & export trade.

Education History

2004 – present: Phoenix Polytechnic, Business English;

2001 – 2004: No.1 High School of Linyi.

Language and Computer Skills

Chinese: native;

English: have a good command of both spoken and written, especially proficient¹ in writing and replying business letters, passed CET-6 in 2006;

Korean: grasp essential knowledge and basic conversation;

Computer: excellent skills in Office 2003.

Achievement²

Won major award in 2006 and 2007.

Work Experience

2007, spring, Huatai Foodstuff Co., Ltd, Foreign trade clerk;

2006, summer, Shanghai, English governess³;

2005, summer, Longhai Export & Import Trade Co., Ltd, sales representative.

Qualifications

Professional certificate⁴ of international business English, 2005;

National Foreign Trade Documentary Manager, 2006.

Personality

Non-smoker;

Honest, purposeful⁵ and detail-oriented⁶;

Strong managing and communication skills and culture-awareness.

REFERENCES⁷ WILL BE FURNISHED⁸ UPON REQUEST.

Notes

1. proficient: having or marked by an advanced degree of competence, as in an art, vocation, profession, or branch of learning 熟练的, 精通的
2. achievement: something accomplished successfully, especially by means of exertion, skill, practice, or perseverance 成就, 成绩
3. governess: a woman employed to educate and train the children of a private household 女家庭教师
4. certificate: a document testifying to the truth of something 证书
5. purposeful: having or manifesting purpose; determined 坚定的
6. detail-oriented: paying close attention to every little thing 细心的, 仔细的
7. reference/referee: a person who is in a position to recommend another or to vouch for his or her fitness, as for a job 介绍人, 证明人
8. furnish: to supply; give 供应, 提供

Job Ad. 2

Company: Global Trading Co., Ltd.

Website: <http://www.recruitment.globaltrading.com>

Position: Executive Assistant

Requirements:

- College degree or above, being from foreign language or business studies is preferred;
- Have knowledge of western culture and office administration;
- Need min 1 year experience in a multinational company, ideally time spent in trading environment;
- Strong English capability, fluent oral and written English;
- Patient, careful, enthusiastic, understanding, impartial and honest;
- Strong management skills and team spirit;
- Good interpersonal skills and strong communication skills with internal and external people.

Job Description:

- Providing high quality and efficient office & administrative support;



- Arranging appointments for boss with internal & external customers, business associates;
- Assisting in report preparation;
- Travel arrangement;
- Making duly expense report if necessary;
- Classification, registration and filing of all documents or files;
- Providing professional translation & administration service to customers;
- Filtering phone calls to the boss;
- Other work arrangements per requested.

Candidates who are interested in the above position please e-mail your resume in both English and Chinese to <http://www.recruitment.globaltrading.com>

Resume 2

RESUME

Personal Data

Name: Maria Li

Gender: female

Date of birth: Oct. 20, 1987

Marital status: single

Tel.: 13086216919

E-mail: licx@yahoo.com. cn

Position Applied for

An executive assistant position utilizing interesting, training and experience in office administration.

Employment

2007, spring, Huatai Foodstuff Co., Ltd, Foreign trade clerk, found new customers from the internet, and published product information;

2006, summer, Shanghai, English governess, assisted two children whose English improved from the 1/3 to the 1/5 among the class;

2005, summer, Longhai Export & Import Trade Co., Ltd, Sales representative, Sales raised with an average of 8% monthly, compared to previous rise of 5%.

Language and Computer Skills

English: have a good command of both spoken and written, especially proficient in writing and replying business letters, passed CET-6 in 2006;

Korean: grasp essential knowledge and basic conversation;

Computer: excellent skills in Office 2003.

Education History

2004 – present: Phoenix Polytechnic, Business English;

2001 – 2004: No.1 High School of Linyi.



Achievement

Won Major award in 2006 and 2007.

Qualifications

Professional Certificate of International Business English, 2005;

National Foreign Trade Documentary Manager, 2006.

Personality

Impartial and detail-oriented;

Strong management skills and team spirit;

Ability to deal with all kinds of persons effectively.

References: Available¹ on request.

Notes

1. available: capable of being gotten; obtainable 能得到的, 可得到的

Format

There is no absolutely correct way to write a resume but it is generally recommended that it be brief, organized, concise, and targeted to the position being sought. It is usually composed of three parts: heading, body, and conclusion.

Heading

This part contains your contact information, such as your name, phone number, address, e-mail, and other details. It can also contain an objectives subdivision or a highlights subdivision.

Highlights Subdivision

The eye makes first contact with a page somewhere one-fourth to one-third of the way down the page. So it makes sense to put at that point your very “best stuff”, such as your most important qualifications, your key skills, and your key work experience.

Objectives Subdivision

You can describe your key objectives or key qualifications separately. It is similar to a highlights subdivision, but shorter and in paragraph rather than list form.

Body

You can present details of your work, education and military experience. The information should

be arranged in reverse **chronological**¹ order. Besides, you can also include your accomplishments like publications, certifications, etc.

There are many ways to present this information: you can divide it functionally into separate parts for work experience and education. You can also divide it thematically into separation parts for the different areas of your experience and education.

Conclusion

Other information on your background can be listed here, for example, your activities, professional associations, memberships, hobbies, and interests.

At the bottom of the resume, people often put expressions such as “REFERENCES AVAILABLE ON REQUEST” or specific reference information.

Notes

1. chronological: arranged in order of time of occurrence 按时间发生顺序排列的

Tips

1. Use attractive design;
2. Match the headings to the job;
3. Write convincing content;
4. Be specific and use numbers (0123456789) when describing your duties and achievements;
5. Find key words from the job description/responsibilities/requirements in the job advertisements;
6. Meet your prospective employer's needs;
7. Target the job: adjust your resume and cover letter for the specific skills an employer is seeking;
8. Usually, a resume is typically limited to one or two pages of size A4 (the best control for one page), going together with a cover letter;
9. It is obligatory for a resume to be typed or word-processed, not hand-written.

Try Your Hand

I. Complete the resume with the proper form of the words or phrases given below.

- | | |
|-----------------------------|------------------------|
| a. Electronics and Computer | b. E-mail |
| c. Have a good command | d. Obtain |
| e. Academic main courses | f. Outstanding student |
| g. software engineer | h. Computer abilities |

Zheng Yan
Room 212 Building 343
Tsinghua University, Beijing 100084
(010) 6277123 (1)_____: billyzhang@yahoo.com

Objective

(2)_____ a challenging position as a (3)_____ with an emphasis on software design and development.

Education

Dept. of Automation, Graduate School of Tsinghua University, M. E. (Sept. 1997–Jun. 2000)

Dept. of Automation, Beijing Institute of Technology, B. E. (Sept. 1993–Jul. 1997)

(4) _____

Advanced Mathematics and Statistics linear Algebra

Engineering Mathematics Numerical Algorithm Operational Algorithm

Functional Analysis Linear and Nonlinear Programming

(5) _____

Circuit Principal Data Structures Digital Electronics

Artificial Intelligence Computer Local Area Network

(6) _____

CAD, AutoCAD, MathCAD, C++, Word, Access, Excel.

English Skills

(7)_____ of both spoken and written English.

CET-6; TOEFL: 623; GRE: 2213

Scholarships and Awards

Guanghua First-class Scholarship for graduate (Mar. 1999)

(8)_____ (Nov. 1998)

Academic Progress Award (Apr. 1997)

References: Available upon request.

II. Put the following expressions into English.

1. 欲觅一……职位_____

2. 外贸部门的职位，有机会晋升到该部门的经理职务_____

3. 人力资源负责管理方面的职务_____

4. 熟悉 Windows 2000/XP_____



5. 英语流利_____
6. 具备……方面的应用知识_____
7. ……方面精通_____
8. 如需要, 可提供证明人情况_____

III. Write your own resumes to apply for the following job vacancies.

Job Ad. 1

EXECUTIVE SECRETARY

We are looking for a competent person to fill the captioned position:

- University graduate majors in Business English. Prepared to develop career in the commercial field;
- Outgoing personality;
- Able to communicate with different levels;
- Good knowledge in PC operations;
- Proficiency in written and spoken English/Mandarin.

For more information, please contact ABC Company at 86 10 8762 8888.

Job Ad. 2

A famous foreign company is looking for a talent people to join their fast growing team as an office assistant.

Requisite Education/Experience:

- College degree, preferably major in English/Literature or relevant;
- At least 1 year's relevant work experience;
- Excellent communication skill in both written and spoken English and Chinese;
- High capabilities for taking personal initiative;
- Excellent skills in Microsoft Office tools, Word, Excel and PowerPoint;
- Detail-oriented, good personality and be very patient;
- A team player with good interpersonal skills and be able to work independently.

Responsibilities:

- Coordinate and arrange meetings, prepare agendas and set up conference calls;
- Compose and prepare confidential correspondence, reports and other complex documents, which may be sensitive in nature;
- Arrange complex and detail travel plans and itineraries, compile documents for travel-related meetings;
- Prepare expense report for manager.

Word Bank

Personal Data (个人资料):

date of birth	出生日期	birth place	出生地点
native place	籍贯	nationality	民族, 国籍
citizenship	国籍	current address	目前地址
permanent address	永久地址	postal code	邮政编码
gender	性别	marital status	婚姻状况
number of children	子女人数	health/health condition	健康状况
ID card No.	身份证号码	membership	会员, 资格

Goal (求职目标):

job/employment objective	职业目标, 工作目标	position wanted/desired	希望职位
position sought	谋求职位	for more specialized work	为更专门的工作
for higher responsibility	为更高层次的工作责任	for wider experience	为扩大工作经验

Education Background (教育背景):

major	主修	minor	副修
curriculum included	课程包括	courses taken/completed	所学课程
specialized courses	专门课程	special training	特别训练
rewards	奖励	scholarship	奖学金
student council	学生会	tutor	家庭教师
governess	女家庭教师	degree	学位
doctor/Ph. D.	博士	master	硕士
bachelor	学士		

Work Background (工作背景):

professional history	职业经历	social practice	社会实践
summer jobs	暑期工作	vacation jobs	假期工作
intern	实习	achievements	工作成就, 业绩
be promoted to	被提升为	be proposed as	被提名为, 被推荐为
job title	职位	well-trained	训练有素的
employment record/work experience	工作经历		

Personality Traits (个人品质):

considerate	体贴的	cooperative	有合作精神的
diplomatic	老练的, 有策略的	disciplined	守纪律的
dutiful	尽职的	energetic	精力充沛的
generous	宽宏大量的	impartial	公正的
open-minded	虚心的	original	有独创性的
painstaking	苦干的, 刻苦的	practical	实际的
realistic	实事求是的	reliable	可信赖的
responsible	负责的		

Interests and Hobbies (兴趣爱好):

playing the guitar	弹吉他	reading	阅读
playing chess	下棋	long distance running	长跑
playing bridge	打桥牌	collecting stamps	集邮
playing tennis	打网球	jogging	慢跑
sewing	缝纫	travel	旅游
listening to symphony	听交响乐		

Read More

Resume 1

Linda C. Holland
861 Lakeview
Birmingham, MI 48009
Tel: 248 375 5021

Education

Georgetown University, Washington, D.C., Bachelor of Science degree in Foreign Service from the Edmund A. Walsh School of Foreign Service.

Major Field of Study: International Relations, Law and Organization.

Minor Field: French and Economics. Graduated in December, 1995.

Birmingham Seaholm High School, Birmingham, MI. (1989—1992)

- Graduated with High Honors

Professional Experience

Twenty-First Century English School, Beijing, China

- Taught English to adults at all levels of fluency (Sept., 1997—present)

Hang Tian Aerospace Key Middle School, Zunyi City, Guizhou, China

- Taught English to middle school students age 12—18 (Sept., 1996—July, 1997)

Private English Tutor, Birmingham, MI and Washington, D.C.

- Taught literature, phonics, and writing mechanics to non-native English speakers preparing to take the TOEFL and GRE (Jan., 1993—Aug., 1996)

Office of the Chairman, Department of Medicine, Georgetown University Medical Center, Washington, D.C.

- Computer Research Assistant for the Chairman of the Department of Medicine (1994—1995)

The Georgetown Voice, Georgetown University, Washington, D.C.

- Assistant Editor of News Production of weekly news section of paper using Macintosh software. Production responsibilities included writing and planning of stories, copy-editing, extensive interviewing and fact-checking. (1992—1994)

