

Business Correspondence

外 貿 書 信 大 全

主編 王宇

中國對外經濟貿易出版社

**BUSINESS
CORRESPONDENCE**

外贸书信大全

主 编 王 宁

副主编 王镇平 潘 忠

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作者简介

随着经济的全球化,各国之间的经贸往来逐渐增多,国人对外贸英文书信教材的需要亦日益增加。为此,对外经济贸易大学教授王宁先生编写了《外贸书信大全》一书以供国内经贸界人士参照使用。

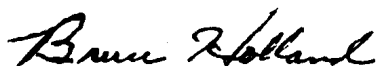
王宁教授早年在中国进出口公司任英文翻译工作,后在大学任教,不仅教学经验丰富且对英国语言的表达亦达到了高水平。王宁教授勤奋好学擅长英文写作,有作品多部;文笔生动流畅引人入胜,细腻典雅情景交融;我国著名翻译家许渊冲教授对其写作能力甚为赞赏;1987年出版之译著(合)《中华揽胜》介绍祖国名胜古迹影响甚广;1989年王宁教授访问英国 Lancaster 大学,其学识获得较高评价;经王宁教授审校,1991年出版之《高级英语写作》(Emphasis To Fine Writing)具有较高学术价值,可与美国二著名课本, Richard Lanham 之 Revising Prose; 及 Joe William 之 Style: Ten Lessons in Clarity 竞相媲美;1993、1994年王宁教授先后在美国发表文章多篇均获好评。

王宁教授英文造诣很深,知识面广;在哲理、考古、电影、名胜、外贸、游记等方面均能笔到书成,尤其是本书《外贸书信大全》更是他的精心著作,加之美国学者 Jeff Triplat 先生修订成为美式商用范文,现代美国英语教材,不仅是商业书信而且具有一定文学价值,熟读之后定有收益。

PREFACE

A sample of letters from *Business Correspondence* written by Professor Ning Wang evidences the author's skill in producing a comprehensive text in concise, modern English for Chinese students of Business English and personnel in Chinese companies. The model letters provided in the text cover a broad range of communications in a readable and efficient style. Paragraphs are short and focused. Professor Wang's model letters incorporate principles of business writing found in texts and stylebooks written by American authors. Users of *Business Correspondence* have a valuable resource for helping them compose effective business letters and, thus, for enhancing their import-export transactions.

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English Emeritus

序 言

王宁教授主编了《外贸书信大全》。书中几页信样足以证实该作者在为攻读外贸英语的中国学生和中国各公司的职员用简明现代英语编写一套综合性读本方面的才能。书中各类范函方方面面,读来朗朗,通俗易懂,各个段落短小而有重点。

王教授所编范函吸收了美国作者所写读本和文体样本中某些外贸写作的原则。有了《大全》就如同得到了一种宝贵的泉源,可借以写出得体的外贸书信,进而发展进出口生意。

美国
俄亥俄州
阿克朗大学
英语系

布鲁士荷兰
退休英语教授

FORWARD

Are you a clerk in a company, a student in a business school or a teacher of business English? No matter who you are, you will need a book to help you improve your business writing skills. Yes, you can find similar books on the market or in libraries, but this book, *Business Correspondence*, possesses its own distinctive characteristics and teaching methods that will enable you to operate in today's business world.

Business Correspondence helps you write well in almost any business situation and contains all of the necessary appendixes and documentation. It is doubtful that you will find it does not meet your business writing needs. As is commonly known, it is essential to learn good English and have a strong knowledge of Western expressions if you want to write effectively. Within in *Business Correspondence* you will see examples of concise modern English and learn to write in a similiar manner. The concise Chinese versions of the texts will help you compare the two languages in each lesson while groups of Western phrases are provided at the end of each chapter for your referral. At the last part of the book, above all, you will find yourself in a world of E-Business.

All in all, *Business Correspondence* is a good teacher and business companion to escort you all the way to your own English transaction "paradise". Undoubtedly, you will be proud of this new-found pet for yourself and your friends.

Ning Wang
UIBE

前 言

您是公司的职员,商校的学生,还是外贸英语的老师?不论什么身份您都会用上一册外贸书信读本从而使您在这方面的写作能力更上一层楼。在市场上,图书馆里,这类书籍确实常见,然而《外贸书信大全》一书独具特色,学好《大全》您在商界如鱼得水。

《大全》教您在交易的各个环节上如何表达,广泛的单据和附录使您查阅起来得心应手。欲成上佳之作必先学好语言,运用地道的表达方式,书中字里行间都是精练的现代英语供您仿效,简明的译文使您欣赏两种文字异曲同工。各章之后配有用句,使您开阔眼界如虎添翼。书中末段的电子商务还为您开辟了网络天地。

作为良师益友,《大全》将随您进入生意的佳境。或为自己或为好友购上一册,您定会感到称心如意。

王 宁

北京对外经济贸易大学

ACKNOWLEDGEMENTS

I would first like to extend special thanks to Professor Bruce Holland Ph. D. from the Department of English of the University of Akron, for his concise and instructive preface, which is like a lighthouse on the dark night sea shining down to guide steamers carrying writers of business letters. Thanks also go to an American professor of Business English for her valuable suggestion sheets; "Points to note for American business writing" (Lesson 1, Chapter 1). These sheets will help readers attain a higher level of business writing skills. I owe a special debt of gratitude to Mr. Jeffrey Triplat, a close friend from America, for his thorough, painstaking efforts to improve the language of the book's letters. Because of his efforts, BUSINESS CORRESPONDENCE is written using a modern American English. I am grateful to my Chinese friends and professors for their smart comments and enlightenment on matters of foreign trade, E-Business, English and Chinese languages, and the book's overall structure and content.

Finally, I would express my love and appreciation to my wife and daughters. Their full support and understanding in these years make this book possible.

Ning Wang
UIBE

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Chapter 1 Layout of a Letter

As a way of communicating, letters are indispensable for business. Here you will see how they can be written in a correct manner.

The Form of a Letter Business Letter-Writing

Letter writing, as you know, is essential to a business. A business letter, often evidencing an arrangement or a contract, should be written in a serious manner.

When you write a business letter, be sure it is executed in the correct manner and understandable to everyone involved. A review of your previous letter(s) is often necessary to carry on your dealings as this can help you plan your next step.

You can write effectively only if you have a good command of the English language. When you write to your customer, above all, bear in mind your “three friends” in writing: conciseness, clarity and courtesy. Frequently, your three friends help pave the way for business.

第一章 商函格式

商函为经商所必需,相互通讯,增强了解。本章说明如何书写商函。

信的格式 商函写作

众所周知,生意中一纸商函举足轻重,郑重其事。每函可体现某一安排,某一合同。

函函应准确,明白。指导交易参阅前函确有必要。

英语不精难以表达。沟通客户牢记三则:简练,明确,礼貌。

如此,方益于成交。

Vocabulary

- | | |
|----------------------------------|----------------------------------|
| 1. essential <i>adj.</i> 必要 | 解的 |
| <i>n.</i> 要点 | |
| 2. evidence <i>v. ; n.</i> 证明 | 10. involve <i>v.</i> 牵连,包括 |
| 3. arrangement <i>n.</i> 安排 | 11. review <i>v. ; n.</i> 复查;回顾; |
| 4. serious <i>adj.</i> 严肃,正经 | 述评 |
| 5. manner <i>n.</i> 方式,态度 | 12. previous <i>adj.</i> 以前的 |
| 6. sure <i>adj.</i> 确实,无疑 | 13. dealings <i>n.</i> 买卖 |
| 7. execute <i>v.</i> 完成,履行 | 14. plan <i>v. ; n.</i> 计划 |
| 8. correct <i>adj.</i> 正确 | 15. effectively <i>adv.</i> 有效地 |
| <i>v.</i> 纠正 | 16. command <i>v.</i> 掌握; |
| 9. understandable <i>adj.</i> 可理 | <i>n.</i> 命令 |
| | 17. customer <i>n.</i> 客户 |