

Model Business Letters



英汉对照

标准英文商业书信

L Gartside
Revised by S Taylor

■ 窦亚萍 译

百通集团
安徽科学技术出版社



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Preface to the first edition

Few business transactions are carried through successfully without correspondence at some point. Enquiries must be answered, quotations given, orders placed, complaints dealt with, transport and insurance arranged and accounts settled. Letters must be written to customers, salesmen, agents, suppliers, bankers, shipowners and many others; they cover every conceivable phase of business activity. They are the firm's silent salesmen and, often enough, represent its only contact with the outside world. Hence the need to create a good impression, not only of the writer's firm, but also of the writer himself as an efficient person eager to be of service.

In the pages that follow are to be found over five hundred specimen letters dealing with a comprehensive range of transactions of the kind handled in business every day. They are represented, not as models to be copied, for no two business situations are ever quite alike, but rather as examples written in the modern English style to illustrate the accepted principles of good business writing.

Every business letter is written to a purpose; each has its own special aim, and one of the features of this book is its use of explanation to show how the various letters set out to achieve their aims. Basic legal principles relevant to different types of transaction are also touched upon, but only where there is a need to clarify legal relationships. Where the book is used in class, the letters provide material for teachers who may wish to enlarge on these matters and the exercises the means for students to apply in practice what they have been taught.

The many letters included are written in the straightforward and meaningful style of the modern age and should be of special help to the

overseas user, and especially to students in schools and colleges where commercial correspondence is taught either as a general business accomplishment or as a preparation for the various examinations.

第一版序

商业事务鲜有不靠书信而能圆满达成。回答询问、报价、订货、处理责问信件、安排运送和保险以及结帐等均须借助书信；对顾客、推销员、代理商、供应商、银行家、船东以及其他相关人士亦须以书信联系。书信包括商业活动的每一可想象到的方面。它们是公司里默默耕耘的推销员，甚至是公司与外界唯一的接触。因此写信者不但要让对方对公司产生良好的印象，也要让对方觉得写信者是一办事效率高、热心服务的人。

读者可以发现本书包含 500 余封范围广泛、处理日常商务往来各类状况的书信范例，这些范例不是供你抄袭的，因为没有两种商务状况完全雷同，而是以当代英文的体裁来具体说明良好商业书信写作的通则。

每一封商业书信都是有所为而写的，每一封都有其特殊目的。本书的特色即是：对如何使不同书信达成它们个别的目标有所说明和阐释。本书对不同类型的商务所牵涉的基本法律原则，如果有澄清法律关系的必要时，也有所论列。本书应用于课堂时，教师若想根据书中内容加以扩充增强，这些书信可以提供许多材料，而书中习题则可作为学生对已学过的课程做实际的练习。

本书所收录的丰富书信范例都是以当代浅显易懂、意味深长的文体写成，因此对海外读者应当会有特别的帮助，对于修习商业书信的在学学生及准备各种就业考试的人士，更会有莫大的助益。

L. G.

1971 年 11 月

Preface to the fourth edition

When it was decided to revise this book three main areas were given attention—the overall structure, the content and the general appearance. From studying the original structure of chapters, it was decided to split them into units, with each unit comprising letters which could be specifically grouped.

The result was four main units. **Unit 1 Techniques of Business Letter Writing** deals with the general theory of writing letters, their composition and display. **Unit 2 Routine Business Letters** deals with business letters and documents involved in everyday business transactions, with the final chapter in this unit showing a typical business transaction from beginning to end. **Unit 3 Special Business Letters** contains letters on various topics which most businesses will have to send at some time or other: goodwill, circular, sales, personnel and travel. Finally, **Unit 4 Classified Business Letters** is devoted to more specific business dealings: agencies, international trade, banking, transport and insurance.

In revising the structure, it was also decided to place all assignments in a separate Appendix rather than including them at the end of relevant chapters as previously. At the same time assignments have been included from major examining bodies, thus taking away the previous emphasis on free – writing tasks and placing it on realistic assignments involving students in studying a given situation and planning and composing suitable letters.

After the initial restructuring came the difficult decision of which letters to retain and which could be omitted. While trying to retain the

comprehensive range of model letters which made previous editions so useful, I had to be fairly selective in cutting out letters which I felt were repetitive or unnecessary.

As far as content is concerned, the language and terminology had to be amended throughout in order to bring the model letters up to date. The emphasis today is firmly on brevity and conciseness while retaining courtesy and professionalism without overformality.

With speed being essential in business transactions today, many communications take place by telephone, telex or, more so, by fax. Many of the model letters shown, therefore, could easily be used as fax messages.

(It has to be stressed that all the models are presented as examples of well-structured letters written in modern English. No two business situations are ever identical, so they are not models to be copied wholesale.)

The publishers have, in turn, made this edition more attractive by improving its overall appearance. The text and the models are now presented in a format which should result in easier reference and increased usability.

In updating this book, I received considerable assistance, often at short notice, from the following people who provided their advice and expertise in helping to revise areas of specialism: Mr Terry Richards, Head of International Trade at Leeds Chamber of Commerce (International Trade and Transport), Mr Dennis Metcalfe, Parson Cross College, Sheffield (Insurance) and Mr Don Parrish (Banking). I am very grateful for all their help.

Thanks also to Pitman Examinations Institute and the London Chamber of Commerce and Industry for their kind permission to reproduce some of their previous examination questions.

Finally, I must thank the publishers for giving me the opportunity

to revise a book by an author for whom I have always held a great deal of respect, and which must have initially involved him in a mammoth research task. I hope I have succeeded in bringing this edition into the Nineties, and, most importantly, that Mr Gartside would have approved of the changes.

1991

Shirley Taylor

第四版序

决定再次修订本书时，我特别注意本书的三个主要方面——整体结构、内容和总体外观。在研究原章节结构的基础上，决定将全书分为若干个单元，每单元都包含有许多可专门归类的书信。

本书分为四个单元。第一单元为商业书信写作技巧；讲述书信的一般原理、写作及表达形式。第二单元为例行商业书信；讲述例行的商业书信和文件，在本单元最后一章即列出了典型的商业书信往来自始至终的程序。第三单元是特殊商业书信；包含了大多数商业活动都会涉及到的各类专题的书信：友好关系、宣传、销售、人事和旅游等。最后是第四单元分类商业书信；即论及比较特别的商业书信：代理商、国际贸易、银行业、交通和保险。

关于本版于结构上的更新，我们决定将所有练习作业独立放在附录部分，取代原来安排在各个章节之后的形式。同时，这些作业也由强调自由发挥的书信练习改为实际情况的模拟应用，学习者必须在某特定情境中构思、组织出适当的商业书信来。

本书在最初的重新编排时，最令人踌躇的是前版中的范例应该如何被保留或删除。为了保留那些内容丰富、涵盖广阔而实用的书信范例，在筛选时不得不格外仔细，除非是确实重复和不必要的。

就内容而言，为了使书信范例符合现代语言习惯，在语言和专门术语方面都做了彻底修改。当今所强调的文体是保留礼貌和专业作风

的简洁精练，摒弃繁文缛节。

在现今注重效率的商务往来中，许多联系是通过电话、电报或更多是使用传真来达成的。因此，本书许多书信范例可容易地应用于传真讯息。（需要注意的是，所有结构完美的书信例选均以现代英语写成，且没有两种商务状况是完全相同的，故这些范例不可完全照抄。）

此外，再版时我们将版面的设计做更进一步的改变，使本版更具吸引力。目前内文及书信范例所呈现的这种版式，将更利于读者参考并具有更强的实用性。

在修订本书程序中，我得到了相当多的帮助。尤其以下各位在他们的专长领域，都给了我极为宝贵的建议和意见：特里·理查斯先生（Mr Terry Richards），利兹国际贸易商会主席（国际贸易和交通方面）；丹尼斯·梦特卡菲先生（Mr Dennis Metcalfe），基督教牧师学会；谢菲尔德（Sheffield）（保险方面）和唐·帕里须先生（Mr Don Parrish）（银行业务方面）；在此谨表谢意。同时也感谢皮特曼考试协会和伦敦工商协会，允许于再版时加入一些他们过去使用的考题。

最后，我要感谢出版社给予这样的机会来修订本书，本书作者是我一向所尊崇的；他在最初写这本书时，必是投入了极为庞大的研究工作。我希望能将此版本成功地导入 90 年代，最重要的是，加特赛德先生（Mr Gartside）也会赞同这样的改变。

雪莉·泰勒

1991 年

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