

点石成金

HIGH SPEED BUSINESS WRITING

Essential Theory and Practice in e-Communication

——英语商函写作实务



步入高速通讯



倡导雅朴文风



剖析对照范例



点拨要诀金句

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In Memoriam,
Bruce, Jr. and Michael

◁ 编译者序 ▷

最初通过苏子璋先生、林淑仪女士介绍，获悉本书作者贺宝思教授有意将英文原著译成中文出版时，不禁问道：“市面上同类书籍多不胜数，何须多此一本？”然而，认真研读，竟觉耳目一新，产生强烈共鸣。为此，欣然接受邀请，承担编译工作。

总归起来，本书具有以下独特之处：

一、真情实景。传统的英文商业书信指南，大多跳不出文法分析及篇幅结构研究的框框，而本书除了理论探讨外，更精心选录了250封样本，全是作者亲手批阅过的商业通讯实例，兼有精辟的分析和点评。这些宝贵资料浓缩了作者十年的心血经验，让读者有如亲临“实战”现场，即使本身已具有扎实英语写作基础亦能从中汲取养分。

二、方便实用。本书是一本教学、自学的工具书，不论高、中、初级英文程度，只要从适合本身水平的样函及练习题着手，必获益良多。采用“对照范例”的学习模式，将原稿和修正本同排并列，方便阅读。

三、通用易学。高科技节省了人类通讯的时间，增加了通讯频率，人们的沟通技能亦需相应调整。英文是国际上最通用的语言，作者冀能为广大读者提供指南，摆脱古旧文风约束，缩短写作时间，增进沟通。本书并非纯粹针对中国人常犯的英文通病，书中样函出自多国（包括以英语为母语的）人士手笔，许多不受重视或易被忽略的问题，均逐一指正，具普遍的指导意义。

四、务实灵活。市场上同类书籍大多鼓吹标新立异以期哗众取宠，认为用词越艰深，行文越冗长，就越是高人一等；导致读者盲目跟风，未走先飞，一味钻牛角尖，写作能力又岂能提高！？本书严肃指正文法

通病，对古旧晦涩、呆滞无意或发号施令的词句直斥不苟；但作者不将任何主见强加于读者，而是鲜明又富弹性地提出了文法及写作要则，鼓励读者纠正通病，却不摒弃个人风格。

原著无疑是难得佳作。然而要将大部手稿变成书本，将作品提升为产品，且必须适合中国市场的需要，确是一大挑战！经与作者反复磋商，将全书重新整理；既要凸显写作要诀，又要剖析语法理论。为了充分体现原著精神，淋漓尽致地发挥汉语修辞之美妙，遂将“十大要诀”、“四大要点”和“两大要法”编成章法严谨、结构工整的金句，既方便读者记忆，又留下美学欣赏之余味；难度之大，耗时之多，可想而知。

本书编译工作历时近两年，期间蒙多位专家学者鼎力相助，谨此衷心鸣谢。对外经济贸易大学黄震华教授（前任中国驻美国芝加哥总领事馆经济商务领事）悉心支持全盘著译，并对理论、概念之裁断作指导性的提点，收一锤定音之效。攀枝花钢铁（集团）公司钢铁研究院科技信息中心——徐全斌副译审对本书给予全方位和全过程的审阅和校对，大大加快翻译进度。感谢外语教学与研究出版社有关人员的大力协助。最后顺带一提，家父家母，一中文、一英文，两位教育界前辈，自始至终，给我注入不可或缺的精神力量。

编译过程中，虽力求精确，仍难免疏漏，尚盼广大读者不吝赐教。

◁ 书 评 ▷

在市场经济迅速发展的今天,教授商务函电的书籍也层出不穷。但我愿认真地向读者推荐由美籍专家 Bruce Hird (贺宝思) 教授著,由张亦辉编译的《点石成金——英语商函写作实务》一书。

在通读本书后,我发觉它有以下几个特点。

其一,它以电子邮件为内容。在现在高速进行的商务活动中,电子邮件是最方便快捷的通讯方式。它在邮件格式和使用的语言上,继承了传统商务函电的某些特征,但又与传统的函电有很大的不同,形成了它本身的诸多特点。本书对于电子邮件的特点做了很好的展示和说明。

其二,它与一般的教科书不同。贺教授多年来,收集了几百封活生生的邮件,包括英语为母语的人和英语为非母语的人撰写的,找出其中的毛病,根据自己总结的当代电子邮件的特点,进行精心的修改和点评。因此,它不是为那些准备照猫画虎的人准备的,而是为你指明了撰写高效邮件的一条坦途。读者如能对书中的范例仔细地阅读和对照,定能学到许多其他书中没有的东西。

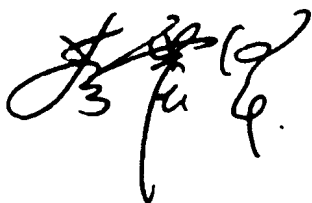
其三,尽管作者对邮件的风格做了认真的概括,但书中的观点又是颇为辩证的。例如,作者认为邮件宜多用主动语态,但同时也指出了在特定场合中使用被动语态的特殊作用,以达到形式与意义的统一。这与某些书为了证明自己的某一项观点,就“削足适履”完全不同。做到这一点也是颇为不易的。

本书的纲在“前言”第二节:“入门捷径:风格及语法要则”。读者宜多加注意,仔细阅读。全书的精华之处则是对范例的点评。评语

似还可以更详细些，但如读者能将范例、评语和“前言”第二节的总结对照阅读，定能得到很多裨益。

我在阅读本书的过程中，得知贺教授和张先生为使本书尽善尽美，反复修改多次，直至友人劝说，凡事总有一个度，不能无休止地修改下去，他们才将这一稿交付出版社，足见他们的认真态度。

以上是个人阅读本书时的一点感想，是为序。我相信，只要读者翻一翻这本书，就不难感觉它和其他同类书籍的不同，发现它的独特价值。我愿它成为有志于当代商务联系的朋友们的良师益友。

A stylized, cursive handwritten signature in black ink, likely belonging to Huang Zhenhua. The signature is fluid and expressive, with some characters being more prominent than others.

对外经济贸易大学教授
黄震华

黄震华，曾任中国驻美国芝加哥总领事馆经济商务领事

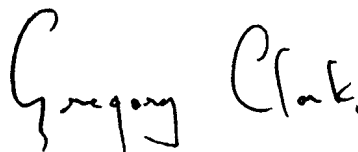
◁ 书 评 ▷

Professor Hird of Sophia University has a reputation as a serious teacher, devoted both to his students and his research. His recent manuscript on e-communication reflects this quality.

In particular, I am impressed by the meticulous detail with which he has researched his subject, and has set out to inform his readers. The concept of comparing original business letters with the corrected versions is an especially effective means of helping readers to improve their style of writing.

A further point is the importance of effective business communication in English. For better or for worse, English has become the accepted language of international business communication. Perhaps even more than good speaking ability, good writing ability is crucial in convincing foreign clients of the ability and integrity of business partners.

Finally, let me say that I know of nothing else in English that can compare with the quality of Professor Hird's book. I highly recommend it.



Gregory Clark

Honorary President, Tama University, Tokyo

译文

上智大学贺宝思教授是一位治学严谨而备受推崇的师长,对教学和研究工作都倾注了不尽的热情,这本最新推出的专著就足为佐证。

令人赞叹的是,他的专题研究巨细无遗,具有颇高的参考价值。本书采用的“对照范例”体系,正是一种协助广大读者提高写作风格的有效学习模式。

值得一提的是,商业英文沟通能力的重要性。无论如何,英文已被公认为国际间商业交流的语言。要让外国客户认同一家公司的实力和商业诚信,良好的写作能力或许比良好的对话能力更为重要。

最后,我藉此郑重推介本书,在我所读过的英文教材之中,无一能与贺宝思教授的新作相提并论。

东京多摩大学名誉校长
克拉克

克拉克,澳大利亚人,精通英、中、法、俄、日语,曾任澳大利亚驻香港专员公署二等秘书、澳大利亚驻莫斯科大使馆一等秘书以及日本前外相田中真纪子外交顾问

◁ 书 评 ▷

Bruce Hird sweeps away decades of musty, outdated business bafflegab to set forth a style that is clear, direct and will leave the reader with a smile. He prescribes a total approach while pointing out the specific grammar "traps" that are most likely to snare students. It is perfect for global communications in today's e-mail oriented world.



Stephen C. Ross

Lecturer, National Graduate Institute for
Policy Studies of Japan

译文

贺宝思教授所倡导的清新直率的文风,将数十年来充斥着商业书信的艰深古涩用语一扫而空,让读者会心微笑。他在为广大读者提供全套写作策略的同时,也不忘引导初学者避开容易坠入的语法陷阱。在现今以电邮为主要通讯工具的世界中,本书实为从事国际商务人士的良好益友。

日本全国语言教学学会东京分会会长
罗斯

罗斯,美国人,精通英、法、日语,现任日本政策研究院大学讲师

◁ Author's Preface ▷

This book is intended primarily for writers of English as a second language at the intermediate and advanced levels. All chapters, however, contain introductory letters that beginning writers as well should find quite useful.

Over the last 10 years, the author has collected a broad range of customer-company and company-company letters. They demonstrate not only how well written letters cultivate business success but how bad news can often be converted into good news. At the same time, the book shows how poorly written letters — even good-news letters — can ruin a business opportunity. Almost all of the original and sample letters were actually mailed and thus mirror the real world of business correspondence. The original-letter revisions are edited to reflect the theories and suggestions introduced at the beginning of the book and in Chapters I, II and III.

This book is based on the view that business letters should reflect a positive, natural sounding, and somewhat personalized writing style regardless of the topic or whether the letter contains good news, bad news, or simply routine information. Friendly, natural-sounding letters are faster to write, have more impact on the reader, and are easier to respond to, while overly formal letters (containing high-sounding, old-fashioned, or authoritative expressions) place unnecessary barriers between the reader and writer.

To achieve a clear, natural style, the reader is encouraged to memorize a set of attitudinal rules that are listed on page 6 of the Introduction. The best grammatical approach to friendly, natural sounding letters is briefly summarized in the four points below: (For further discussion, see pages 7 through 14.)

(1) When writing letters focusing on good news or routine information, tend to use active rather than passive verb phrases. For example, say *We mailed the check on May 5* instead of *The check was mailed on May 5*. If the news is bad, however, the passive voice can be a convenient way to minimize negative elements. For example, you could say *The document was misplaced during the quarterly audit* instead of *We misplaced the document during the quarterly audit*.

(2) Avoid using too many noun phrases. For example, say *Thank you for calling* instead of *Thank you for your call*. Exception: if the news is bad, a noun phrase might be better; for example, you could say *It was a mistake to accept Mr. Taylor's credit application* instead of *I made a mistake in accepting Mr. Taylor's credit application*.

(3) Use common, rather than high sounding, words and phrases. For example, say *ship* instead of *expedite*, *review* or *look over* instead of *peruse*, *expect* instead of *anticipate*.

(4) Ask questions. For example, you could say *How much does the computer cost?* instead of *I would like to know how much the computer costs.*

In summary, the theories, samples, and exercises offered in this book provide the means of achieving high speed business communication.

The author wishes to give special thanks to Richard Winton, Stephen Ross, Akira Saotome and Hisatoshi Tachibana for their invaluable contributions to the English version of this book. Many more friends and colleagues shared their ideas, but it would not be possible to list them here. As for the Chinese version, singular credit goes to the editor, Cheung Yik Fai. Not only is his translation precise, but contextualized with essential elements of Chinese rhetoric to fit the needs of Chinese readers. Moreover, he has provided several new insights that the original book lacks while being faithful to the English content. Mr. Cheung is solely responsible for overseeing the long and arduous process of transforming what was a bulky computer printout into a marketable product. Without his entrepreneurship, enthusiasm and untiring efforts, the task could not have been completed. Finally, the author would like to thank Samantha Lam, her husband Takashi Horie, and So Chi-Cheung for introducing Mr. Cheung. That's where the creation of a Chinese version started.

作者序

译文

本书的读者对象是具备中、高级英语程度的商业信函撰写人(英语作为外语)。然而,各章收录的初级实例对初学者亦裨益匪浅。

作者在十年间广泛收集了“顾客对公司”及“公司对公司”之间的商业通信,深深了解到出色的商业书信非但促成了商业活动的成功进行,更能化腐朽为神奇。反之,大好商机可能由于商业书信的谬误而化为乌有。本书收录的信函原稿及样函全部寄付,可以说是商业活动的写实。第一章至第四章各份“对照范例”的修正本均按“前言”中所阐述的理论见解,誊写而成。

本书旨在向广大读者指出:商业书信无论内容涉及好消息、坏消息或只是一般性资讯,写信人都应表现出积极的态度和个人的风格,行文亦应当自然流畅。态度友善、行文顺畅的书信,撰写起来比较快捷,也较能触动收信人的心,使其易于回复。反之,过于正式的信函(措词古旧虚夸,语气恃权慑人)只会替双方加设不必要的沟通阻碍。

要令行文清晰流畅,广大读者不妨谨记“前言”第6页中有关写作态度的“十大要诀”。要写出态度可亲、文笔流畅的信函,还应当熟记以下四项语法要则(本书第7页至第14页另作详述):

一、撰写传递好消息或者一般资讯的信函时,大多使用主动语态,而非被动语态。例如,应该说“We mailed the check on May 5.”,而非“The check was mailed on May 5.”。但遇上坏消息时,就可巧妙运用被动语态来减轻负面因素的影响。例如,应该说“The

document was misplaced during the quarterly audit.”，而非 “We misplaced the document during the quarterly audit.”。

二、避免使用过多名词短语。例如，应该说 “Thank you for calling.”，而非 “Thank you for your call.”。也有例外，在遇上坏消息时使用名词短语，会收到更好的效果，可以说 “It was a mistake to accept Mr. Taylor's credit application.”，而非 “I made a mistake in accepting Mr. Taylor's credit application.”。

三、采用通俗易懂，而非虚夸的词句。例如：说 “ship” 而非 “expedite”、“review” 或 “look over” 而非 “peruse”，“expect” 而非 “anticipate”。

四、提问要直截了当。例如：应该说 “How much does the computer cost?”，而非 “I would like to know how much the computer costs.”。

总之，本书中的理论、样函及练习题必能为广大读者找到高速商业通讯的窍门。

本书制作，蒙多位同行朋友出谋献策（名单不作详列），特衷心鸣谢。翁敦（Richard Winton）、罗斯（Stephen Ross）、五月女明及立花久稔等专家学者为本书英文原著的审校及编辑工作提供了宝贵的协作。中文版编译张亦辉，一位极具开拓精神的年轻专业人员，谙练翻译之窍门，既尊重原著，又以独到见解，补遗充实；译文更融汇中国语言文学之精髓，适合中国读者的品味。张先生精益求精，将大部电脑印稿打造成一套高质产品，殊非易事。此外，苏子璋先生、崛江隆司先生及夫人林淑仪女士，将本人及本书介绍给张先生，使得中文版的编译工作得以顺利开展。

◁ Author's Remark ▷

作者备注

The letters, facsimiles, and e-mail samples collected in this book were written by persons from a variety of Asian and western countries. The author holds the copyright to these sample letters, whether in their original form or revised. While the contexts of these letters remain essentially unchanged, all other information (i.e., names of writers and recipients of the letters, names of companies, names of products, brand names, postal and e-mail addresses, telephone and fax numbers, bank account numbers, invoice numbers, purchase order numbers, reference numbers, bill of lading numbers, product model numbers, etc.) were created by the author to maintain confidentiality. They shall not be considered as true or having existed. Any information found to be similar to that contained in this book shall be considered purely coincidental.

译文

本书搜录之书信、传真及电邮样本均出自亚、欧、美裔人士的手笔，作者拥有样本（包括其原稿及修正本）之版权。各份样本虽内容大致不变，但当中各项资料（包括撰件人及收件人名称、公司名称、产品名称、品牌名称、邮寄及电邮地址、电话及传真号码、银行帐户号码、付款通知书编号、购买定单编号、参考编号、提货单编号以及产品型号等）均由作者自行编作，以期不泄漏原稿机密。该等资料不能视作真实，凡有雷同，全属巧合。

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