

最新

●中英對照●

英文商業書信手冊

THE BUSINESS
Letter-Writer's
MANUAL
Revised Edition

By CHARLES EDGAR BUCK

鵬 霄 譯

文源書局印行

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THE BUSINESS
LETTER-WRITER'S MANUAL

商業書信撰寫手冊

CONTENTS

目 錄

CHAPTER 章	PAGE 頁
INTRODUCTION	1
前 言.....	
BEFORE YOU DICTATE	4
書前準備.....	
I. HOW SHALL WE BEGIN THE LETTER?	6
I. 書信應如何開頭?	
1. Avoid Beginning with "We"	7
1. 開頭避免用"we"	
2. Avoid Beating About the Bush.	8
2. 避免用旁敲側擊法.....	
3. Avoid Negative Openings	
3. 避免反對或譴責式的開頭語.....	
4. Always Avoid Beginning with Time-worn, Uninteresting Expressions	9
4. 永遠避免陳舊, 乏味的詞句.....	
5. Never Begin with Participial Expressions	10
5. 不要用分詞做開頭語.....	
Varied Opening Sentences for Business Letters	12
各種商業書信的起首語例.....	
II. HOW SHALL WE CLOSE THE LETTER?	15
II. 書信應如何結尾?	
Varied Closing Sentences for Business Letters	20
各種商業書信的結尾語例.....	
III. HACKNEYED EXPRESSIONS AND THEIR ANALYSES	23
III. 陳腐的辭句與分析.....	
IV. THE MODERN MAKE-UP OF THE BUSINESS LETTER	36
IV. 商業書信之新式修辭.....	

The Stationery	37
信紙.....	
Typewriter Ribbons (color of typing)	38
打字機色帶.....	
The Letterhead	
信頭.....	
The Heading	
The Date	44
日期.....	
The Inside Address	45
信內地址.....	
Attention of	48
閱轉.....	
Titles	49
頭銜.....	
Suffixed Business Titles	54
尾詞商業頭銜.....	
Special Address	55
特別地址.....	
The Salutation	56
稱謂.....	
Special Titles with the Proper Salutations	58
特別頭銜配合適當的稱謂.....	
The Body of the Letter	61
書信本文.....	
Spacing	62
空格法.....	
Paragraphing	
分段法.....	
Margins	
邊緣空白法.....	
Complimentary Close	63
致敬尾語.....	
The Signature	

簽屬.....	65
Additional Detail (initials; enclosure)	65
附記(用姓名字首代簽署:附件).....	
Miscellaneous: Use of P.S.	69
其他:P.S.之用法.....	
V. SOME POWERFUL FACTORS IN BUSINESS LETTERS	78
V. 商業書信中幾個有力的要素.....	
Clearness	
清晰通順.....	
Misplaced Modifiers	79
錯用形容語.....	
Uncertain Antecedents	81
含糊的先行詞.....	
Courtesy — The Business Builder	84
禮貌——業務棟梁.....	
The You Attitude	92
you的使用態度.....	
Conciseness — The Time-saver	97
簡明——省時.....	
Tact — What Is It?	104
圓通機敏——是什麼?.....	
VI. WORD USAGE	109
VI. 字句之用法.....	
Words Often Misused	115
常用錯的字.....	
VII. LETTERS OF INQUIRY	125
VI. 查詢類.....	
Seeking Information	
搜集資料.....	
Giving Information	129
供給資料.....	
Refusing to Give Information	132
拒絕供給資料.....	
The Relation of the Inquiry to Sales	135
查詢出售之關係.....	

VIII. THE ORDER LETTER	140
VIII. 訂貨類.....	
Letters Ordering Goods	
訂貨書信.....	
Acknowledging the Order	144
訂貨之答覆.....	
Refusing Orders	145
回絕訂貨.....	
IX. THE COMPLAINT LETTER	147
IX. 指控類.....	
X. THE ADJUSTMENT LETTER	155
X. 調處類.....	
Promptness in Answering	156
迅速作覆.....	
Promptness in Investigating	157
迅速調查.....	
Visualize your Customer	159
洞察顧客.....	
Avoid Negative Words	165
避免否定字句.....	
Mistakes in Diction	166
措辭錯誤.....	
XI. THE CREDIT LETTER	170
XI. 帳款類.....	
1. Asking for Credit Information	173
1. 詢問貸款資料.....	
2. A Letter Granting Credit in Full	176
2. 應許全部記帳交易書信.....	
A Letter Setting a Limit on Credit.	
應許有限度記帳交易書信.....	
3. A Letter Refusing Credit	179
3. 拒絕記帳交易書信.....	
4. Seeking a Line of Credit	185
4. 尋訪記帳交易路線.....	

XII. THE COLLECTION LETTER	
IX. 收款類.....	
1. The Formal Reminder	
1. 正式催款書.....	
2. The Personal Appeal Letter	188
2. 私人照會.....	
The Appeal to Good Will	
要求友好.....	
The Appeal to Pride	191
要求自尊.....	
The Appeal to Justice and Fair Play	
要求正義與公平交易行爲.....	
The Appeal to Fear	192
使之畏懼.....	
3. The Letter Suggesting Legal Action	
3. 提醒將循法律途徑解定.....	
Miscellaneous Letters	195
其他類.....	
Unsigned Check.	196
未簽署之支票.....	
When there Appears no Account for a Customer	
發現顧客未立帳目.....	
Discount Letters	197
折扣信.....	
XIII. THE COLLECTION LETTER FOLLOW-UP	200
XIII. 繼續催款類.....	13
XIV. APPLICATIONS FOR POSITIONS	218
XIV. 求職類.....	14
Attract Favorable Attention	220
吸引熱烈注意.....	
Create a Desire	242
建立願望.....	
Convince the Reader	222
說服讀者.....	

Incite Action	223
鼓勵行動.....	
Unsolicited Letters	
未經徵求之自荐信.....	
A Few Points to Remember	226
謹記事項.....	
The Follow-up	229
補述書信.....	
XV. SPECIAL TYPES OF BUSINESS LETTERS	240
XV. 特種商業書信.....	
Letters of Introduction	
介紹書信.....	
Letters of Resignation	
辭職書信.....	
Letters of Recommendation	244
推荐書信.....	
The General Letter	245
一般性的.....	
The Direct Letter	246
直接性的.....	
XVI. SALES LETTERS — PRINCIPLES	250
XVI. 售貨類——原則.....	1
The Central Selling Point	251
銷售中心點.....	
The Appeal to Instinct	254
激發天性.....	
Four Steps to Follow in the Sales Letter	255
售貨書信之四個步驟.....	
1. Attention and Interest	256
1. 引起讀信人之注意與興趣.....	
2. To Stimulate Desire	258
2. 刺激購買慾.....	
3. Effecting Conviction	
3. 有效之說服.....	

4. Bringing About Action	
4. 喚起行動.....	
Negative Suggestions	261
否定之建議.....	
XVII. SALES LETTERS AND FOLLOW-UPS	276
XVII. 售貨書信與追敘函.....	
XVIII. SEMI-BUSINESS LETTERS	289
XVIII. 半商業性書信.....	
XIX. HINTS OF SPECIAL VALUE TO THE SECRETARY AND THE STENOGRAPHER	296
XIX. 秘書速記員應特別注意事項.....	
Think While You Are Typing	
打字時應注意想.....	
Grammar	
文法.....	
Spelling	
拼字.....	
Punctuation	
標點.....	
Syllabication	297
音節區分法.....	
Cleanliness	
整潔.....	
Correctness	
正確.....	
Touch	
打法.....	
Spacing	298
距離.....	
Accuracy	
精確.....	
Folding the Letter	
疊信法.....	
Second Sheets	

第二頁	299
Addressing the Envelope	299
信封寫法	
Typing Numbers	301
數字打法	
Abbreviations	303
縮寫字	
Syllabication	306
音節法	
Capitalization	307
大寫字	
Punctuation	311
標點	
Uses of the Period	312
句點之用法	
Uses of the Comma	
逗點之用法	
Uses of the Semicolon	315
半支號之用法	
Uses of the Colon	316
支號之用法	
Uses of the Question Mark	
問號之用法	
Uses of the Dash	317
破折號之用法	
Use of the Exclamation Point	318
驚嘆號之用法	
Uses of Quotation Marks	
引號之用法	
Uses of the Hyphen	319
連號之用法	
Uses of the Apostrophe	320
所有格或省字符號之用法	
Use of Parenthesis Marks	321
括號之用法	

Use of Brackets.	
方括號之用法.....	
Spelling	
拼字法.....	
List of Words Frequently Misspelled	322
常拼錯之字.....	
List of Words That Allow Variation in Spelling	324
不同拼法之字.....	
XX. SOME GOOD AVERAGE BUSINESS LETTERS	325
XX. 優秀書信範例.....	

The writer, therefore, has endeavored to give to the reader, through these pages, helpful hints on the writing of business letters - hints that may be adopted at once in the daily business letter.

It is not the purpose of this volume to enter into "rules of style," "Christian Science," and similar topics, but to give practical suggestions and examples drawn from the writer's years of broad experience and training, to take the reader through easy stages of learning how to avoid the many pitfalls which beset the letter-writer today; how to deal up his present-day affairs, and why to write a letter that is read and liked by the person out of the prescribed words-book class.

Further, it is not the purpose of this book to give a comprehensive instruction in English Grammar. It is hoped and expected that those who take up this matter for guidance will have secured a good grammar-book in general.

After all, letter-writing cannot be taught in fully from books. The art of writing is largely a matter of the writer himself. A man cannot learn

INTRODUCTION

前 言

FOR SOME time, certain material on business letter-writing has been published in bulletin form by the author of this book. This material has met with a constantly increasing demand from universities, private schools, commercial schools, and business houses. And there has been a parallel increasing demand that these bulletins be printed in book form. To those who have so kindly demanded — this book is dedicated.

①本書原為作者陸續發行之商業書札片段教材，後應各大學、職業學校、商業團體及各方面不斷需索與請求，始編纂成書問世。

The author, therefore, has undertaken to give to the reader, through these pages, helpful hints on the writing of business letters — hints that can be adopted at once into everyday use.

②作者在本書中從字裏行間給讀者以最有用的提示，這些字句可立被讀者吸收應用。

It is not the purpose of this volume to delve into "How to Think," "Character Analysis," and similar topics, but rather, through concrete, practical suggestions and examples gained from the author's years of broad experience and training, to take its readers through easy stages in showing how to avoid the many pitfalls which beset the letter-writer today; how to dress up his present-day efforts, and how to make a real start toward taking his letters out of the proverbial waste-basket class.

③本書內容乃作者根據多年經驗與心得所提供有力而實用之意見及實例。使讀者易於瞭解如何避免今日撰寫商業書札易蹈之酒轍；如何使詞藻美麗合時；如何脫離廢紙堆訓練班式的陳腐方法，走向正確之途。

Further, it is not the purpose of this book to give a considerable instruction in English Grammar. It is hoped and expected that those who take up this treatise for guidance will have received a good groundwork in grammar.

④本書並非以教授英文文法為目的，僅望讀者能從有系統的教導中領略文法之實際用法。

After all, letter-writing cannot be taught entirely from books. The art of writing is largely a matter of the man himself. A man must know

grammar; he must know words. These factors *can* be secured from books. But a man must know also — the technique of his job, and he must *think*. These are of the brain and mind themselves.

⑤欲寫出優美的書信，端賴個人之努力，無法從書本中完全習得。文法、字彙自是重要，且可自書中學習，但，個人工作上之技巧與思維之運用，却靠自己的頭腦與心思。

Business men today find it wearisome to take up a book inches thick and wade through many pages of material, even though this be singularly worth while, but they are willing and ready to read a few interesting, resultful, and succinct articles on such subjects as "How to Begin a Letter," and "How to Close a Letter."

⑥以前學習商業書信時，必須從寸許厚的書籍中埋頭苦求，而所得無幾。因此，一本有趣味、有效用、簡明易解的教材，諸如：“書信如何起頭”、“如何結尾”之類，豈非省時實用，更為求知者所悅讀？

For such men, this book will furnish a ready aid; something to which, on the days when they think less readily than on others, they can refer for immediate help and guidance. If these men do no more than refrain from doing those things herein suggested to avoid, they will have made a big stride toward writing Better Letters.

⑦讀者可從本書中立即取得當時所需之最得力的參考資料，又如完全按照本書教材實行，可使你在撰寫書信上有意想不到的進步。

For students, the book will provide just the rounding off necessary to make a beginning as writers of effective letters.

⑧對學生言，本書恰可助其成為有效力、最成功書信之撰寫者。

For all, this treatise will reduce many seemingly intangible principles to concrete form. It will be found to be a standardizing agent whose accomplishments are distinctly far-reaching.

⑨對各界，本書教材簡易，刪去空洞理論，着重有力、實用之方法與系統，完全另成一格。

The illustrative letters given and the ideas propounded are similar to those used by some of the most prominent business houses in the United States. Certain minor changes have been made in these letters in order not to reveal identities. Of course the names used are intended to be fictitious.

⑩本書所選用之書札實例及提要與美國許多最傑出之商業機構所用者大致相同，內容略加變易以示區別，人物名稱全係虛構。

It should be borne in mind that in no case are the improved letters, or those given at the end of the book for dictation purposes, to be considered as models; probably no letter ever written can be so regarded. These business messages, however, have been used with excellent results in actual business procedure.

⑩應知任何書函皆難稱爲絕對完美，即便本書最後所選之範例書函，亦非完美。只是經多人採用、效法，在商場上會發生極佳之效果而已。

The problems at the close of the chapters should help the teacher in focalizing the discussions on the various subjects, and while a bit elementary in some cases, they are sufficiently thought-provoking to fill a need that exists today in teaching business English and its allied subjects. Finally, then, let it be remembered that this volume has for its outstanding object — the furnishing of a convenient, interesting, and concise *reference book* from which can be secured workable, usable, and productive helps for immediate employment in the school and in any field of business.

⑪每章最後之“PROBLEM”（問題）欄，可幫助教師集中研討各種基本的問題，並有助於商業英文之教學。總之，本書之宗旨在貢獻最方便、最有趣味、最適用之書信參考材料，在求職與商場上可發生最大的助力。

The author expresses here his deep gratitude to those business houses and men who have generously permitted him to quote from published material and who have made valuable contributions to this book.

Among these contributors are: *The Mailbag* (now combined with *Postage*)· American Rolling Mill Company, Middletown, Ohio; The Direct Mail Advertising Association; Inc., New York City (hereinafter referred to as the D. M. A. A.); Lever Brothers Company, Cambridge, Massachusetts; Wm. Filene's Sons Company, Boston; R. H. White Company, Boston; The National Shawmut Bank of Boston: The New England Mutual Life Insurance Company, Boston, and The National City Company, Boston.

⑫作者謹向供給書函資料、協助本書之各大商行、各界人士致最深之謝意。

C. E. B.

編者識

The Business Letter-Writer's Manual

商業書信撰寫手冊

BEFORE YOU DICTATE

書 前 準 備

THE suggestions briefly outlined here are intended to give the dictator some practical ideas to follow when he composes himself to dictate.

這是一篇簡短精闢的建議獻與讀者。

1. Be perfectly sure you know *all* the details connected with the case in hand. Have *all necessary* material *before* you.

1. 應詳盡瞭解全部有關業務情況，並將應用資料準備手邊。

2. *Think!* Think about what your reader wishes to know; think about how you can best serve his interests; think about putting yourself in his place and what you would wish to know if the conditions were reversed. Forget the **I, me, my, mine, we, and ours**, and substitute you and yours. Then go ahead and *talk* your story in a clear, logical way, as though you were talking to a grammar school pupil who knows little or nothing about business.

2. 熟思！細想！即將讀你信的人希望知道的是什麼？如何方能提起他的興趣？假如與對方易地而處，自己希望如何。切勿總提到“我”“我的”“我們的”……宜用“你”或“你們”代替前者，然後盡管發揮你的才華，使所述之事，清楚而合乎邏輯地傾泄而出。

3. Permit practically no interruptions while you are dictating. If you were in conference with a business caller, or if you were telephoning, you would not expect some one to rush in upon your interview or conversation, would you? Why, then, should you permit an interruption when your thoughts are all focused (or should be) on letter-writing? Little else is more important in the conduct of business today