

国家教育部新世纪网络课程建设工程项目
商务英语系列课程教材

商务英语写作

Business English Writing

总主编 肖云南

主 编 边 毅

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清华大学出版社
<http://www.tup.tsinghua.edu.cn>



北方交通大学出版社
<http://press.njtu.edu.cn>



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·北京·

内 容 简 介

本书是商务英语系列课程教材之一。全书共分两个部分,共20个单元。前12个单元为第一部分,内容主要包括进出口贸易中建立贸易关系、询盘、报盘和还盘、订货、包装、付款、装船、保险、代理和索赔等环节中有关书信的写法。每个单元包含大量的句型、替换练习和范文。后8单元为第二部分,主要涉及一般商务应用文的写法,其中包括备忘录、长短报告、建议书、图表、申请函和个人简历。全书每个单元都配备大量的书面练习。

本书可供国际贸易、工商管理、法律、财税、英语等专业的二、三年级本科生作为复合型专业英语教材使用;也可供具有一定英语基础的商务工作者学习参考;还可作为进出口从业人员的商务英语写作手册。

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图书在版编目(CIP)数据

商务英语写作/边毅主编;肖曼君等编. —北京:清华大学出版社;北方交通大学出版社, 2003.8

(商务英语系列课程教材/肖云南总主编)

国家教育部新世纪网络课程建设工程项目

ISBN 7-81082-109-1

I. 商… II. ①边… ②肖… III. 商务-英语-写作-教材 IV. H315

中国版本图书馆CIP数据核字(2003)第013544号

责任编辑:张利军

特邀编辑:邱国旺

出版者:清华大学出版社 邮编:100084 电话:010-62776969

北方交通大学出版社 邮编:100044 电话:010-51686045, 62237564

印刷者:北京东光印刷厂

发行者:新华书店总店北京发行所

开 本:787×960 1/16 印张:21.25 字数:470千字

版 次:2003年8月第1版 2004年1月第2次印刷

印 数:5 001~8 000册 定价:28.00元

前 言

迈入新世纪和加入 WTO,我国正逐步地参与国际竞争,同世界接轨。随着全球经济的发展和市场化运作,英语作为国际贸易用语变得越来越重要,社会上也越来越迫切地需要既有专业知识又能熟练运用英语的人才。在这一新形势下,一些有条件的院校纷纷开设商务英语专业,商务英语已经进入了很多高校的课程之中。21 世纪是一个充满机遇和挑战的时代,它为当前的商务英语教学提出了更新、更高的要求。怎样才能有效地提高学生的实际语言运用能力,培养既有专业知识又能熟练运用英语的人才,使学生所学的知识跟上时代的节奏,符合社会经济生活的实际需求,已成为英语教育工作者的历史责任,也是日益发达的经济和社会发展的需要。

为了适应新的形势,满足各大专院校商务英语专业学生和社会上各阶层商务工作者的需求,我们组织编写了这套《商务英语系列课程教材》。目的是帮助以英语为第一外国语的国际贸易专业的学生有效地解决英语学习中出现的问题,让更多的人通过商务英语系列课程的学习,快速提高商务英语听、说、读、写等各方面的能力,不断提高自身素质和专业水平,迎接国际竞争的挑战,为祖国的现代化建设服务。

商务英语系列课程教材是国家教育部新世纪网络课程建设工程项目之一,本系列教材包括《商务英语听说》、《商务英语阅读(精读本)》、《商务英语选读(泛读本)》、《商务英语写作》、《国际商务谈判》、《国际贸易实务》、《国际市场营销》、《国际支付与结算》、《国际商法》等 9 本。随着国际商务的发展和读者的需要,我们还将不断对这一系列教材进行补充和修改,以期形成读者欢迎的动态系列教材。本系列教材可作为大专院校商务英语专业的普及教材,也可供社会从事外贸和商务工作的读者使用。

本系列教材具有以下特色。

1. 本系列教材内容新、全面,专业性、可操作性强。
2. 本系列教材强调专业基础,重视语言运用,各书均配有大量练习,注重全面提高学生运用商务知识和英语的能力。
3. 本系列教材设计有配套的课程软件,便于学生自主学习。操作上可灵活掌握,不仅可供在校课堂学习,还可以面向全国网络课程的学生和在职人员自学,覆盖面广。
4. 本系列教材的编写者都是从事商务英语教学的一线教师,具有多年丰富的教学经验和极强的事业心和敬业精神。作者根据自身教学经验编写了配套的教师指导书和参考答案,可与同行交流,便于教师授课和辅导学生进行课后实践。如有需要者请与湖南大学商务英语系联系。电子邮件地址:business@hnu.net.cn。

《商务英语写作》是商务英语系列课程教材之一。全书共分两个部分,共 20 个单元。前

12个单元为第一部分，内容主要包括进出口贸易中建立贸易关系、询盘、报盘和还盘、订货、包装、付款、装船、保险、代理和索赔等环节中有关书信的写法。每个单元包含大量的句型、替换练习和范文。后8个单元为第二部分，主要涉及一般商务应用文的写法，其中包括备忘录、长短报告、建议书、图表、工作申请函和个人简历。全书每个单元都配备大量的书面练习，书后附有练习参考答案。

本书由边毅主编，肖曼君和曾涛参加编写。其中边毅编写了前12个单元的内容和部分练习；曾涛编写了后8个单元的内容；肖曼君编写了全书大部分练习及第11单元的部分内容。

本教材经过肖云南教授审阅，并经湘潭大学外籍教师指正，在此深表谢意。

由于编著者水平有限，书中不妥之处在所难免，敬请广大读者批评指正。

编 者

于长沙市岳麓山

2003年8月

学习指导

要提高商务英语写作水平,除了应该具备一定的英语基础知识之外,还必须进行大量的写作实践和阅读。为了使學生有更多的机会进行实践,牢牢掌握英语在国际商务活动中运用的特点,本书改变了以往国内外写作教程仅仅通过范文来进行教学的模式,在每一单元中编写了大量的替换练习,以增强学生对商务英语语言的认识。学生通过这些替换练习,既可以熟悉商务英语的基本句型和词汇,又能牢记各种不同的表达方式。由于绝大多数的学生,包括英语专业的学生对商务英语的句型和词汇都很陌生,所以这个环节是必不可少的。只有掌握了这些基本的语言知识,学生才能更好地理解和运用范文,否则就只能照葫芦画瓢,一旦离开了范文就寸步难行了。本书通过提供大量实用的句型练习,力图增强学生对这些基本句型和词汇的感性认识,培养他们的语感,使他们能够在掌握了大量的句型和词汇后再结合书中所提供的阅读材料进行大量的阅读,从而掌握各种类型的商务函件及应用文的语言特点和写作技巧。本书所收入的所有信函和应用文基本来自经贸工作的第一线。通过对这些信函格式和写作要点的分析和理解,学生便可以用所掌握的基本句型和词汇进行写作和翻译实践了。

商务英语写作课的主要目的是培养学生的技能,而不是训练学生的记忆。因此学生在使用本教材时,不仅仅要熟读句型和范文,还必须进行大量的写作和翻译训练。除了完成每个单元后编写的练习外,学生们还可以通过3种方式进行训练:一是运用自己已经掌握的语言知识,通过上网给外商发送电子邮件进行练习;二是通过翻译商贸信函和文献来提高自己的英汉互译水平;三是通过本校的外贸模拟操作系统进行实战训练。通过这些实践和训练,相信学生们一定能够熟练地用英语写出地道的商务信函和应用文,并正确地翻译商务活动中来往的信函和文件,为将来从事经济贸易工作打下坚实的基础。

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BE Writing

Part One

第一部分

RE WITNESS

Unit One

The Components of the Business Letter

商贸英语信函的组成部分

1.1 The Structure and Layout of the Business Letter

1.1.1 The Main Parts of the Business Letter

A business letter is usually composed of six parts: the letterhead, the inside name and address, the salutation, the body of the letter, the complimentary close and the signature.

LETTERHEAD

INSIDE NAME AND ADDRESS

SALUTATION

续表

BODY OF LETTER**COMPLIMENTARY CLOSE****SIGNATURE**

● **The Letterhead** 信笺抬头 (包括姓名、地址、电话号码等)

As an indispensable part of most business letters, the letterhead tells the reader the name of a firm and often what the firm makes or sells.

The letterhead contains the following:

- the name of the sender
- the address of the sender
- the telephone number (fax number, e-mail address, etc.) of the firm
- the firm's number at the commercial register
- the emblem or trade mark of the firm (sometimes)
- the names of the directors of the firm (sometimes)
- the addresses of the branches or offices of the firm
- the date

All the samples given here are imprinted letterheads commonly used by companies over the world on their stationery for the following advantages:

- to give the customer a good impression
- to save secretaries' time
- to have a consistent look

The letterhead is usually centered at the top. Sometimes the name of the firm is printed in the middle and other information is given on the left and right sides under the name.

If you are writing on a piece of plain blank paper without printed letterhead, you should type the letterhead on the right corner of the paper with a double space over the date line.

Examples

211 East 34th Street
New York, New York 10061

November 23, 2001

318 Cactus Drive
Tucson, Arizona 85708

May 13, 2001

State Insurance Corporation
299 Hightower Boulevard
Princeton, NJ 100258

Feb. 29th, 2002

The date, forming a part of the letterhead, is considered as a vital part of any business letter. It must never be omitted because it plays a role of evidence of an arrangement or contract in case of dispute in courts of law.

Because the date is the only part of the letterhead that the typist needs to supply, its placement is always determined by the style of the letterhead. In most cases, the date is typed on the right-hand side double spaced below the last line of the letterhead.

The date should always be typed in full and should not be abbreviated. It should be in one of the following forms:

 Examples

- 3rd February, 2001
- February 3rd, 2002
- February 3, 2002

Avoid using the following abbreviations because of the difference between American and English styles.

- 5.4.2000 (can either mean May 4th, 2000 or April 5th, 2000)
- 2-6-2001
- 3/10/1999 or 7/9/2000

● **The Inside Name and Address**

The inside name and address give the full name, the title and the address of the reader.

The inside name and address normally require three or four typewritten lines. Always make sure that the names of the person and the company to whom the letter is written are spelled properly.

 Examples

Mr. William Smith Thompson
Vice-president, Consumer Affairs
The Successful Business, Inc.

The Richard H. Verrill Corporation
954 Pelham Avenue
New York 10202, N. Y.
USA

The inside name and address are generally placed flush with the left margin at least four lines below the date line and the style should be governed by the style of the letterhead. The logical

order of the address is as follows:

Example

number, name of house

street (St)

road (Rd)

avenue (Ave.)

garden (Gdns)

Close

village or town

county

city, State

ZIP (Zoning Improvement Program) or postcode

country

The name of country should not be omitted when the letter is written to someone in another country.

When you know the name of the person you are writing to, you should use it with his or her title instead of "the Manager". The ways in which titles are written are as follows:

Examples

— Ordinary men and women

Mr. Babara Evans

Mrs. June Smith

Miss Nana Wang

Ms. Serena Liu

— Men with titles or degrees

Sir Jon Smith (Not Sir J. Smith or Sir Smith)

Dr. B. Brian or Dr. Bruce Brian

Professor Martin Hastings

(Other titles are Colonel, Reverend, etc.)

— Two or more men

* Messrs. Macdonald & Evans

— unmarried women

Miss Elizabeth Wimpole

Miss E. Wimpole

Miss Judith Chen

— Married women

Mrs. Susannah Smith

Mrs. Nana Chou

— Women whose marital status is unknown

Ms. Merry Lawrence

Ms. D. Keyworth

Omission of the title

Note: “Messrs.” is used only for partnerships whose firm name includes a personal element. It is not used:

➤ for partnerships

when there is no personal element in the name (e.g. Utility Furniture Co.);

when the name already carries a courtesy title (e.g. Sir William Dobson & Sons);

when the word “the” forms part of the company’s name (e.g. The Garrison Electrical Co.);

➤ for the limited companies and other corporate bodies, which should always be addressed through an official (e.g. The Secretary, H. Slater & Co. Ltd.; The Treasurer, City of Manchester).

When the letter is written to someone in his official capacity, the position can be typed after the name with a comma being inserted between the name and the position.

 Examples

— Mr. Bruce L. Zhang, the manager

— Miss Louis Laura, the secretary

When the name of the reader holding a position is unknown, the following forms will be helpful.

Examples

- The Managing Director
- The Sales Manager
- The Manager
- The Secretary

● The Salutation

The greeting of every business letter is the salutation.

The salutation is placed three typing spaces below the last line of the inside address and typed flush with the left margin.

The salutation must agree with the inside address. The most common form is “Dear Sir” which applies either when the reader’s name is known or unknown to you. The warmer and friendlier greeting “Dear Mr. . . .” can also be used. When writing to individuals, always use their names if you know them.

Examples

- Dear Andy
- Dear Mrs. Gibbs
- Dear Dr. Breedlove
- Dear Miss Diaz
- Dear Ms. Williams

When two or more persons and all personal companies are addressed, “Dear Sirs” or “Gentlemen” or “Ladies and Gentlemen” can be used with a comma following the former and a colon after the latter.

Example

Windsor Knitting Mills Inc.
295 Magnolia Avenue
Spartanburg, South Carolina 29301

Dear Sirs,