

# 商务 英语函电

Business English Correspondence

檀文茹 主编

新世界商务英语系列教材

**New World Business English**

# **商务英语函电**

**Business English Correspondence**

主 编 檀文茹

对外经济贸易大学出版社

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## 出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社与对外经济贸易大学、东北财经大学、广东外语外贸大学、上海财经大学、上海对外贸易学院等院校联手推出的一套面向不同层次、涵盖不同模块的商务英语系列立体化教材。

本套教材面向三个层次：研究生、本科和高职高专。研究生层次的商务英语适用于全国各高等院校商务英语方向以及财经类专业的硕士研究生。整体思路贯彻《研究生英语教学大纲》和《考试大纲》，适应全国研究生英语教学发展的新要求。本套全国高等院校研究生商务英语系列教材由阅读教程、翻译教程、写作教程、听说教程以及配套多媒体课件组成。

本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向和国际贸易、国际经济、国际工商管理 etc 商科专业的学生。

高职高专层次的商务英语教材按照教学模式设置，包括语言技能教材和商务谈判、国际贸易实务、外贸英文制单、商务礼仪等商务知识核心教材。

针对本科层次商务英语教学模式和课程设置，商务英语方面的教材涵盖下述三大模块：语言技能、混合模块（语言技能+专业知识）、商务专业知识。

上述的每套子系列教材都自成体系，合在一起又形成有机的整体。本套教材不是封闭的，而是随着教学模式、课程设置和课时的变化，不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源，与时俱进、推陈出新，整合出一套不断更新、日趋完整的商务英语系列教材，以实现我们为广大读者提供服务的口号：“读经贸图书，做国际儒商”（Get versed in economic and commercial subjects, and succeed in the international business arena）。

编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，或者曾任驻外商务领事，或者获得工商管理、经济学等商科专业的硕士、博士学位。他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

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# 前

## 言



《商务英语函电》一书旨在帮助学生了解对外贸易业务的各个环节，学习和掌握英语在各个业务环节中的应用，通晓对外贸易工作中书写业务函电的技巧和方法，熟悉英文商务信函的书写形式和行文要求，为今后可能从事的经贸工作提高书面表达能力，使学生认识到良好的交流和交际能力在商务活动中的重要性，以适应外经外贸工作过程中用书面形式与国外客户进行联络的实际业务需要。

本书共分十三章，主要由三部分内容构成：一、国际商务英文函电的格式、组成部分、写作原则、组织等；二、外贸业务中各个重要环节，包括建立贸易关系、询盘、报价、还盘、订货、付款方式、包装、保险、装运、索赔理赔等各个阶段外贸函电写作的内容和技巧。三、商务社交信函，包括感谢信、致歉信、邀请信、祝贺信等的写作技巧。

本书的主要特点：

1. 为了熟悉商务英语和增强理解，本书使用中英双语对相关的基础知识进行讲解；
2. 每一章中都有外贸实务相关内容介绍，对于外贸基础知识起到复习和巩固的作用，还能增加对本书内容的更好理解、掌握和应用；
3. 根据最新的商务信函写作趋势，选取了大量的实例，并就实例进行了详细的解析，使学习者更易于理解和套用；
4. 设计了贯穿每一章的与实际紧密结合的案例，根据每章相关内容构建相关的信函实例，增加了实用性和趣味性；
5. 每章都有相关的写作场景练习，提供更多可能面临的商务情景及范例；
6. 为了扩充知识和方便学习，附录中提供了商务函电中常用的术语、缩略语，以及单据样本；
7. 范文内容都有详细的词汇讲解，并通过大量的练习、常用语句总结等深化和巩固所学知识；
8. 为了方便广大教师教学和相关人士学习实用，还编写了和本书配套使用的多媒体课件以及教师参考书，方便选用和自学。

这本书主要针对国际贸易、国际商务等专业的学生，但内容具备普遍性，对参加自

学考试的学生和其他从事或准备从事国际贸易的人员来说都是非常有参考价值的教材。

由于编者水平有限，书中难免有不妥之处，欢迎读者批评指正。

本书配有 ppt 教学课件，请登录 [www.uibep.com](http://www.uibep.com) 下载。

编 者  
2010 年 9 月



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# 1

## Chapter

# Format and Parts of Business Letters



### 学习目标

- 熟悉商务信函的各部分以及必要的组成元素
- 了解商务信函的格式
- 学会使用商务信函中的标点符号
- 能够以正确的格式书写信封

### 基本知识介绍

商务人士和公司间的联系和往来是非常重要的。他们可以从与潜在的合作者建立业务联系，与老客户维系良好的关系，得到有用的商业信息，向媒体发布消息来推广自己的产品等等。

商务人士可以通过很多种方式与合作对象进行联系，例如他可以进行面对面的交流、可以打电话、发邮件或者传真。在这里，有些同学可能会提出疑问：“由于科技的发展，越来越多的人使用电子邮件或者传真，我们现在还有必要学习传统信函的写作吗？”回答是肯定的，因为传统信函的组成在电子邮件和传真中还是适用的。此外，传统商务信函还具有以下优点：

- 能够存档并保存为正式的合法文件，方便日后查询和引用；
- 比其它沟通方式，如打电话，成本低廉，尤其在远距离沟通中该优点更加突出；
- 商务信函有时更加有效。写信人和收信人也不用受时差问题的干扰。

一封写得好的商务信函能够提升公司的形象。如果信函写得清楚、简洁，就会显得

公司办事干脆利落，这有助于生意成功。如果信函写得有礼貌、周到，就能够帮助公司消除与合作伙伴之间的误会或者意见分歧。因此，有效的书信是生意成功的重要成份，英文信函的写作也就成为了在涉外业务公司的商务人士工作的重要组成部分。

然而，写好英文商务信函并不那么容易。你要熟悉相关业务流程，了解基本法规和惯例。此外，还要熟悉商务信函的书写形式和行文要求。

## The composition of English business letters

### ◇ Letterhead

The letterhead refers to the name and address of the company who writes this letter. In order to draw others' attention, companies always design the letterhead in various styles, which could demonstrate the company's image. However, all the letterheads contain the same essential particulars: company name, street name, city, country, zip, etc. What's more, you could add the telephone number, fax number as well as the salutation to the recipient in the letterhead.

Please note that the English address should be written from the small unit to the large one, which is exactly contrary to the Chinese pattern.

Here is an example:

**Sparks Light Co., Ltd.  
37, Youyi Road  
Dongcheng District  
Beijing 100072, China  
Tel: 0086-10-88761927 Fax: 0086-010-62769325**

### ◇ Date

The date should be located a few lines below the last line of the letterhead. It consists of the day, month and year. The date can be written in the following two patterns:

- January 4, 2009

In this way, a comma must be used between the day and the year to avoid confusion.

- 4 January 2009

In this way, it is not necessary to use a comma between any of the three elements.

**Attention:** The day and year should be written in figure, not in English. The date should not be written in an ordinal number. Month should be written in English, and the abbreviation of the month should be strictly avoided.

The following two forms of the date should be avoided:

- October 3<sup>rd</sup>, 2009 (the day is written in an ordinal number)
- Oct. 3, 2009 (the month is abbreviated)

The date should be written accurately, as it plays an important role as evidence of an arrangement or a contract in case of any disputes in law courts.

#### ✧ Reference Number

The reference number is convenient for the letter filing and reference. Generally, we use “*Your Ref.*” to indicate the received letters, while we use “*Our Ref.*” to indicate the letters we sent.

The reference number should contain the following three items:

- The abbreviation of the sender’s name, like TJ is short for Tracy Johnson
- The abbreviation of the secretary’s name, like mb is short for Mary Blair
- If relevant, the reference number of every specific file should be quoted in any case

Here are two examples of the reference number:

Your filing number: Your Ref. TJ/mb (the letter we received)

Our filing number: Our Ref. HK/TM JC6 (the letter we sent)

#### ✧ The Inside Name and Address

The inside name and address is the receiver’s name and address. This part occupies several lines and begins one line or one inch below the date. The usual sequence of the inside address is: name of the person addressed, title of the person addressed, name of organization, street number and name, city, state/province and postal code, country of destination.

In addition, the writer should title the receivers, either with a courtesy title, like Miss, Mr., or an academic one, like Dr., Prof. Remember that both their title and position should be included. If the title and position of a person are the same, then just write one.

Here is an example:

**Dr. Elizabeth Patterson, Professor**  
**International Affairs Department, Columbia University**  
**1258, St. Antoine Street**  
**New York, NY3670**  
**USA**

The name and address of the receivers are vital, as they could secure the accurate delivery of the letters and would be convenient for the filing of the letters.

#### ✧ Salutation

A salutation is the word or phrase of greeting which usually comes immediately before the body of a letter, located in the second line under the inside name and address. A salutation should be written in "Dear" plus the title format. If you use a courtesy title, then "Mr." is for a man, "Mrs." for a married woman, "Miss" for a single woman, "Ms." for the woman that you are not sure about her marriage status.

If you are not sure about the receiver's gender, a full name after "Dear" is acceptable, whereas if you are writing to someone very familiar, you could just put his or her given name after "Dear" without his or her family name.

If you don't know who you are exactly writing to, just use "Dear Sir or Madam", or in order to avoid the sexism, you can use "Dear Director", "Dear Supervisor" or "To whom it may concern". If the receivers are not merely one person, then write "Dear Sirs", "Dear Gentlemen" or "Dear Ladies and Gentlemen".

Except for what we mentioned above, another way to avoid mistake in the salutation is that, you could simplify the business letter, which means to omit the salutation, and also omit the complementary close correspondingly.

#### ✧ Subject Line

To write a remarkable subject in a letter would make the reader get the content of the letter at the first sight, which could save a lot of time and boost the working efficiency.

Every first word of the subject should be written in capital letters or the whole subject

should be underlined. The subject line always begins with specific words, like “Subject: • • •”, “Re: • • •”, “Reference: • • •”, or sometimes we could omit these words.

The location of the subject line varies with companies. It could be located in the same line with the salutation, above or below the salutation. Here are the examples:

- The subject line is located in the same line with the salutation

**Science & Life Company,  
79, Victoria Street,  
Hong Kong, 78923**

**Dear Sirs,**

**Subject: Your Order No.2734**

- The subject line above the salutation

**Science & Life Company,  
79, Victoria Street,  
Hong Kong, 78923**

**SUBJECT: YOUR ORDER NO.2734**

**Dear Sirs,**

- The subject line below the salutation

**Science & Life Company,  
79, Victoria Street,  
Hong Kong, 78923**

**Dear Sirs,**

**SUBJECT: YOUR ORDER NO.2734**

The arrangement of the paragraphs depends on what kind of letter the writer wants to write, for example, the patterns of the quotation letter would be quite different from an order. However, in general, it is advisable to divide the whole content of a letter into three paragraphs. The first one is the beginning, the second one is the main part of the letter, and the third one is the ending with some polite formula.

As for the layout, single space should be used. If the message is very short, double space is also acceptable. If the letter is too long to fit into one page, the message can be continued onto a second page, which should carry at least two lines. On each continuation page, the name of the addressee, the page number and the date should be typed in either of the forms specified below.

- Mr. Smith 2 March 26, 2009
- `Mr. Smith  
Page 2  
March 26, 2009

### ✧ Complimentary Close

The complimentary close aims at closing the letter in a polite, courteous way, as well as leaving a good impression on the reader. The expression of the complimentary close should be in line with what the writer use in the salutation. If the salutation is “Dear Sirs” or “Dear Madam”, it is better to use “Yours faithfully” as a complimentary close, while if the letter begins with “Dear Mr. Smith”, you had better write “Yours sincerely” after the body of the letter. Compared with the two expressions of the complimentary close above, “Cordially” or “Cordially yours” seems more intimate. The complimentary close should be located in the second line below the main body of the letter.

One point to pay attention to is that only the first letter of the complimentary close should be capitalized.

✦ **Signature**

The signature of a letter has various patterns, but generally, it contains three or four parts: the name of the company, the handwritten signature, the typewritten signature and the



professional title of the writer. Sometimes the company name can be omitted, as we have put it at the beginning of the letter. But if the company name is added, it should be capitalized and placed immediately below the complimentary close, before the signature. And it can be located below the name and title of the writer. The typewritten name should be placed in the fourth line below the complimentary close, which means there are three spaces between the typewritten name and the complimentary close, and these three spaces is for the handwritten name. The professional title is usually typed exactly below the typewritten name. Here are two examples:

- Yours faithfully,  
HEALTHY FOOD COMPANY

**Jimmy Chou**

Jimmy Chou (signature)

Sales Manager

- Yours sincerely,

**David Smith**

David Smith (signature)

Marketing Manager

HEALTHY FOOD COMPANY

Sometimes the secretary may sign the letter on behalf of the manager, and then the following two formats are applicable:

- Yours sincerely,

**Jean Claude**

Secretary to Mr. Pierre

- Yours faithfully,

**Marie Claire**

Secretary to Ms. Blair George

#### ✧ The Initial Identification

If the person who types the letter differs from the one who writes the letter, then it should