

新概念 商务英语写作

朱晓姝 韩杨郁文 主编

NEW CONCEPT
BUSINESS ENGLISH WRITING



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New Concept Business English Writing

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本书主编朱晓姝为对外经济贸易大学教育部商务英语国家级教学团队成员，韩杨郁文为清华大学经济管理学院讲师，具备逾二十五年商务英语教学经验。此项研究得到团队建设立项资助和对外经济贸易大学研究生教学研究项目资助。

编者的话

随着经济社会的快速发展，公司企业之间以及个人与公司企业间的商务交往愈加频繁，商务活动的内容也日趋丰富，作为商务思想载体的各类商务信函、报告等也随之多了起来。商务写作客观上已成为当代职场人员的必备技能。传统的商务写作主要是指外贸函电的写作，随着当今商务活动的日益丰富化，今天的商务写作概念的外延也在不断地扩大。从个人求职简历、自我推荐信的书写到场场人员对内提案报告及对外筹资的商业计划书的撰写等都构成了现代商务写作的内容。

然而，时至今日，我国高校的商务英语写作教材的建设却没有与时俱进，综观目前已出版的商务英语写作教材，有相当数量的商务写作教材仍重点着墨于传统的外贸函电的写作上，个人与公司之间商务交往文体类型（如个人求职简历、自我推荐信等）虽有涉及，但也仅限于格式上的指导。鉴于此，我们在经过大量调研的基础上，精心编纂了这本《新概念商务英语写作》教材。

本教材的编写目的有两个：

第一，为即将踏入社会工作的学生提供一套推销自己及其想法的途径。

本教材的第一部份内容为个人求职简历、自传及自我推荐信的书写，读者学习之后可获得如何推销自己的方法；在第三及第四部份的提案写作及商业计划书写作中，则可学会如何系统地推销自己的想法。

第二，为教授商务写作课的教师提供一个全面的商务写作教学流程。

本书几乎囊括了包括工作申请、公司内外沟通的邮件、备忘录、对内提案报告及对外筹资的商业计划书等所有商务写作的文体类型。目的是辅助教师向学生呈现一套全方位的、实用性强的商务沟通模型。

全书分为十八章，教师可按每周一章的速度来安排教学进度。第四部分的商务计划写作亦可当作一个整体单元。

商务沟通的本质即在于如何将“我”的思维，通过沟通使对方认同，借此促成双赢的局面。本书的一大特色就是从商务沟通的实践出发，帮助学生理解商务沟通的本质，掌握商务沟通的模式，并通过英语媒介达到商务沟通的效率要求。

本书另一特色是运用大量的实例使读者具体理解商务英语的使用。书中包括各种从互联网上撷取的范例，有国内商务工作者的书信内容，也有国外商务人士的写作，加上编者不厌其烦的评论剖析，将商务英语的使用技巧及重点原理一一展现。

学生学完本书后不仅可以掌握英文简历、书信、提案及计划书的书写，同时也可学

会用英文有效的销售自己及自己的想法，即学习到商务英语沟通的重要原则。

由于范例大量来自互联网，读者可由此了解很多有关商务沟通网站，这也是读者学习本教材后的额外收获。此外，编者也编入了国内学生在课堂上的练习实例，使读者身能够身临其境地学习此课程。一言以蔽之，这是一本进入社会工作的人士必备的工具。

本教材是对外经济贸易大学研究生部的资助项目，编写过程中得到了研究生部的大力支持和英语学院几位参编的研究生的鼎力相助，调研过程中得到了诸多商务人士的帮助。本书在编写的过程中参阅了大量文献，在此一并表示感谢！

由于时间、精力、水平有限，书中难免有错误之处，敬请读者批评指正！

本书配有教学辅导课件，请登录出版社网站 [www. uibep. com](http://www.uibep.com) 下载使用。

编 者

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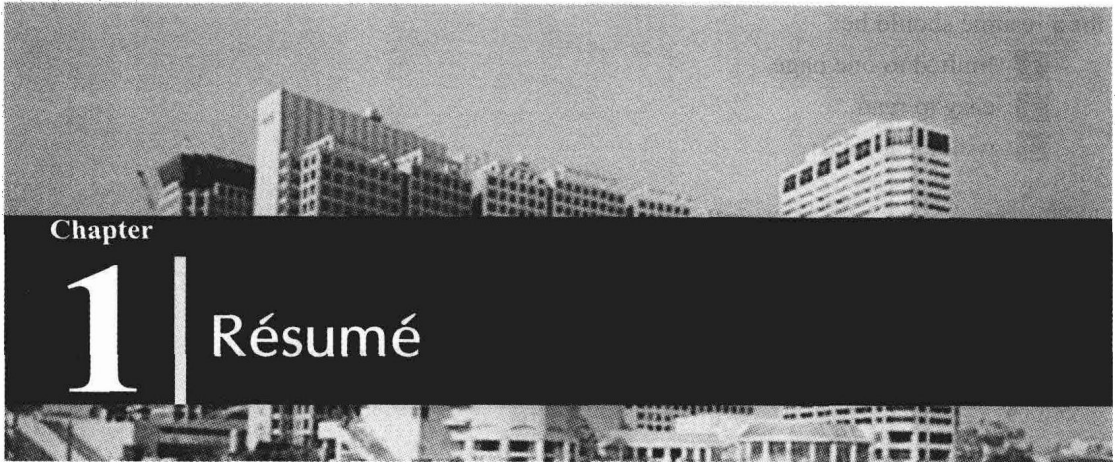
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Part I

**Job Application —
delivering the personal message**



1 What is a résumé?

A résumé is a personal marketing document that communicates your career objective and value to a hiring company. It should be able to sell your strengths and qualifications to the recruiter. It should also meet the hiring company's need for the target job. A strong résumé is carefully planned and developed in an appropriate format. It reveals your experience and accomplishments in direct relation to the target position.

2 The principles of a good résumé

According to the definition above, there are three elements you should pay attention to.

- 1** personal : YOUR strength and qualification
- 2** focused : Hiring Company's need
- 3** organized : Format of YOUR experience and accomplishments

You + Focused Objective + Format = A Unique Résumé about You

3 The work before writing a résumé

Do research on the company and the position you are interested in.

The following exercises are to develop a unique A4 size résumé about YOU. Basic rules

for a résumé should be:

- 1 limited to one page.
- 2 easy to read.
- 3 with clear focus.



Exercises of developing your personal résumé:

Exercise 1 — Know yourself

1. Describe yourself with *three* (3 only) adjectives: (* refer to Appendix I)

_____ , _____ , _____

2. Use examples of your personal experience or anecdotes to illustrate your 3 adjectives.

- ✓ Be specific.
- ✓ Try to include as many details as possible.

Example:

I am patient. When I was preparing for the entrance exam of the graduate program, I had to finish reading a thick textbook about politics and philosophy, which was a text for a required exam named Politics. The book was really boring with a lot of meaningless content to me. But I had to take the exam and won a high score. I scheduled myself two hours reading every day to get the sense out of it. Given the fact that I was working full time and exhausted after work, I did it with patience no matter how late I came home, or how tempting for me to take a rest.

My patience finally paid off. I got a very high score on this exam and was admitted by the graduate program as the top ten students with full-time scholarship.

I am _____ because I _____

I am _____ because I _____

I am _____ because I _____

Exercise 2 — Identify your career objective (* refer to Appendix II & III).

Example:

My career objective is the marketing specialist of a real estate business. The job may include collecting information of the real estate market, collecting information of competitors' promotion activities, analyzing the information collected to form sales plans for the company product, presenting the plan to superiors,...

Answer the following questions to identify your career objective:

2-1 What business category do you plan to get into?

* Refer to Appendix II — Business Categories

2-2 What is your career objective?

* The answer should include the position and the division

* Refer to Appendix II — Organization, Appendix III — Job Titles

2-3 What can be the content of this job?

* Be as specific as possible

2-4 What kind of personality can be required by this job?

* Refer to Appendix I — Adjectives

Exercise 3 — List your experience and achievement in activities or work

- ✓ Think as much as possible of the work you've been involved in clubs, or associations, or companies, or any organizations.

_____ (job title)

Work content:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

_____ (job title)

Work content:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

_____ (job title)

Work content:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

_____ (job title)

Work content:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

_____ (job title)

Work content:

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Exercise 4 — Cross examine your information:

- ✓ List the three adjectives and think of the relationship between you as a person and actions you've taken.

My Personality

My Job Objective

Work I've Done

Questions to ponder:

- How does my personality relate with my career objective?

- How does the work I've done reveal my personality?

-
-
- How does the work I've done relate with my job objective?
-
-
-

Make necessary revision of the above information:

My Personality

My Job Objective

Work I've Done

- * Probably you want to revise your three adjectives. However, list no more than three most representative adjectives. That keeps you focused on your real strength.

Exercise 5 — Fill your information in the résumé format.

_____ (Name, font 14, bold)

_____ (address, font 12)

_____ (phone number)

_____ (email)

Career Objective: _____

Summary of Qualifications

- _____
- _____
- _____
- _____

Education

Work Experience

_____ (job title, bold) _____ (work place) _____ (time)

- _____
- _____
- _____

_____ (job title, bold) _____ (work place) _____ (time)

- _____
- _____
- _____

_____ (job title, bold) _____ (work place) _____ (time)

- _____
- _____
- _____

Honor**Skill****Interests**

Exercise 6 — Revise your work content into sentences starting with action verbs.

(* refer Appendix IV — action verbs)

Example 6-1

One student's summary of her part-time experience in undergraduate years:

I have been performed as the Youth League Secretary of English School in my undergraduate years. My major responsibility was to enrich the students' campus life by organizing various campus activities, such as debate contest, campfire evening, field trip, etc. I also recommended outstanding students to the CPC (Communist Party of China) and assisted the party leaders to evaluate their performance. Besides, I contacted various local companies and organizations, according to a list given by the university authorities, to introduce our