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当代商务英语

丛书主编 张立玉

实用商务英语写作

BUSINESS
ENGLISH

(第二版)

石定乐 蔡蔚 编著



北京理工大学出版社

BEIJING INSTITUTE OF TECHNOLOGY PRESS

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Contemporary Business English

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Practical Business Writing in English

(第二版)

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丛书序

顾名思义,商务英语专业就是培养具有较强的国际商务活动能力和英语实际运用能力、能适应国际市场激烈竞争的国际化应用型专业的专业。这里,对人才的要求,突出了“应用”和“国际化”。这样的人才,我国改革开放以来十分短缺,尤其是加入WTO以来,需求量更大。也正因如此,我们的教学和训练的内容就势必加以改革,而改革的着眼点应是以用人市场为依据,着重在“应用”二字上下工夫。张立玉同志主编的《当代商务英语》系列丛书,正好在这方面做了一些成功的尝试。

这套丛书包括《实用商务英语谈判》、《实用商务英语写作》、《实用商务英语阅读》、《实用商务英语情报技术》和与《实用商务英语情报技术》一书配套使用的《实用商务英语情报技术指南》五种书,全面系统,且各具特色。

《实用商务英语谈判》除介绍了商务谈判活动背景常识及其程序变换的知识外,还针对如何提高谈判能力和谈判分析处理能力做了精心编排,同时提供了七个完整的谈判流程案例。内容系统、编排新颖是该书最大的特点。

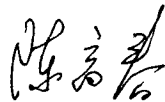
《实用商务英语写作》较之传统的商务函电教材,首先,在内容上作了科学的增删:增加了在当代商务活动中频繁使用的备忘、广告、报告、合同等文体;删去了电报、电传等不太常用的内容。其次,在写作技巧训练的设计上既考虑到操作性要强,同时照顾到循序渐进。

《实用商务英语阅读》融商务知识、商务活动背景、商务英语阅读技巧、BEC (Business English Certificates 商务英语证书)考试阅读解题技巧为一体,加以系统讲解,同时配备了大量具有时代特征的典型的商务活动书面材料,对学生进行有针对性的有效的阅读训练。并附有BEC考试题型汇编和题型分析,以提高读者的应试能力。

《实用商务英语情报技术》则立足于介绍最新商务情报技术,结合商务活动动态分析,重点讲析了商务情报的搜集、分析、整合、储存、应用等理论和知识。

《实用商务英语情报技术指南》为读者学习《实用商务英语情报技术》一书提供了参考和学习指南,书中为《实用商务英语情报技术》一书的原文配备了中文译文以及为该书的练习题配备了答案,重点难点处配有解析。

通观整套丛书,不难看出,作者既具有深厚的英文功底,同时具有较强的国际商务活动实践能力。不仅如此,作者在动笔之前还做了大量市场调查和案头工作,所以才有案例的科学精选、实践训练的合理设计,而且是中英文对照,各书冠以“实用”二字,也毫不虚言。其读者对象虽定位于高等院校商务英语专业高年级的学生,但对外贸工作人员、商务管理人员、外企文员等,读来亦会大有裨益。相信这套丛书的出版,定会受到读者欢迎。



2003年5月28日于武昌

丛书前言

随着改革开放的不断深入,中国正以日新月异的速度赶超世界先进水平,21 世纪的世界将是一个经济全球化的高科技时代,将在交际中竞争,在竞争中交际。我国加入世界贸易组织以后,竞争的焦点离不开经济、金融、贸易,而这些大多是以英语作为交际语言来进行的。所以,培养和造就一大批懂英语的高级商务人才已成为当务之急。

为了满足商务工作者希望短时间内掌握好商务英语的要求,特编写了这套实用性很强的《当代商务英语》系列丛书。

本套丛书包括《实用商务英语谈判——策略与技巧》、《实用商务英语写作》、《实用商务英语阅读》、《实用商务英语情报技术》和与《实用商务英语情报技术》一书配套使用的《实用商务英语情报技术指南》五种书。丛书具有体例新颖、实用性强的特点,注重掌握商务活动全过程,把商务内容贯穿其中,重点突出,使读者一目了然;本套丛书以实用为原则,在实际商务活动的基础上精心设计出各种典型的案例,可读性强,有一定的学术水准,不仅可供高等院校本、专科商务英语专业或相关专业作为教材,而且不失为一套可供广大经贸工作者参考和借鉴的较为理想的读物。

编撰本套商务英语丛书是一种新尝试,丛书中肯定会存在一些不足,恳请广大的读者和同仁批评指正。

张立玉

2003 年 5 月于武昌珞珈山

前 言

英语应用文和商务类文体写作是现代政务和商务工作的必备技能。随着我国政务和商务活动的日益国际化,对从事政务和商务工作人士的英语实践能力也提出了更高的要求。《实用商务英语写作》一书旨在为有一定英语写作基础的商务或政务工作者提供英语实务写作训练,为其操作提供参考,亦可用作高校相关专业高年级的商务英语写作教材,也可作为从事国际商贸工作的人员备考的参考书。

本书为湖北省教育厅社会科学研究“十五”规划项目“情感因素在商务英语教学中的研究”成果之一。

本书作者长期进行英语教学和剑桥商务英语等级考试辅导,并有一定的国际商务实践经验。在本书编写过程中,针对在信息化和全球化时代商务和政务活动的特点,增加了当代商务活动中频繁使用的文体(如备忘、广告、报告、合同和协议及图表等),对其做了专章介绍和训练设计;与传统的商务电函教材或参考书不同的是该书对一些在互联网时代已不广泛使用的文体写作训练(如电报、电传等)不再作介绍。

本书提供了大量实例供读者参考讨论,技巧训练设计新颖、可操作性强,编排上有利于课堂教学和自学。

全书共有十章,分为两大部分:

第一部分信函和应用文写作训练(第一章至第六章),包括了备忘、商贸常用信函、求职相关信函及通知和告示类写作。

第二部分商务专业写作(第七章至第十章),包括了广告、报告、协议和合同及常用图表的写作。

第五章、第六章和第十章作者为蔡蔚,其他章节作者为石定乐。

虽然每篇范例都附有中文译文,有些还由作者做了引导性评论,但都仅供读者参考。作者更希望读者能借用一些个案延伸发挥,在讨论中获得启发,从而有助于解决实际工作中的常见问题。

如果用作大学相关专业教材,建议学时为60~80。教学中应多利用书中的范例鼓励学生在讨论后模仿或修改,应鼓励不同的想法和观点。还建议在教学中结合实际,与实际工作和生活中的材料结合使用,以取得更好的效果。

本书在编写中参考了大量国内外的有关书籍和资料,在此向有关作者和提供资料的公司表示衷心的感谢。由于本书在编写过程中做了一些求新的探索,难免有不足之处,希望读者批评指正。

再版说明

本书2003年8月出版后,承蒙广大读者和高校师生支持,提出了许多宝贵意见。正是在此基础上,我们进行了修改与完善。再版之际,也向广大读者及专家学者表示诚挚的感谢。

再版对部分章节作了较大修改,除了删去一些在商务实践中已被证明不太实用的内容外,还应广大读者要求,在第一章不仅增加了商务电邮的技术指导,还针对抄送(cc)和附件(attachment)的一些操作结合当前国际商务操作惯例做了指导性说明。通过更新素材,整合内容,本版更加重点突出,脉络清晰,富于操作性、时代性和趣味性。

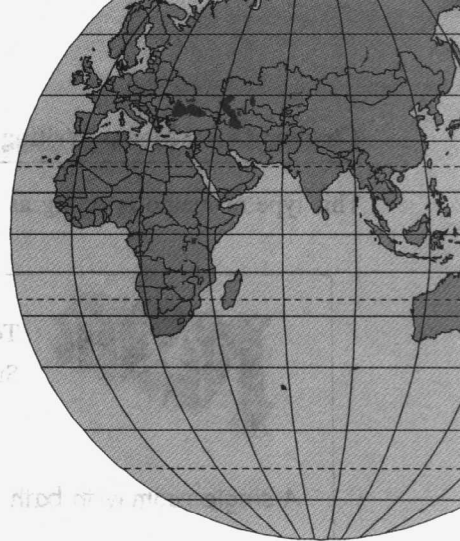
本书编写中我们参考了大量国内外有关书籍和资料,在此向有关作者和提供资料的公司表示衷心的感谢。由于我们在本书编写中做了一些求新的探索,难免有不足之处,希望读者批评指正。

石定乐 蔡蔚
2005年10月于武昌

Content

Chapter One	Memo Writing & E-mail Writing	(1)
Activity 1	What Is a Memo?	(1)
Activity 2	What a Memo Is Like?	(4)
Activity 3	How to Write a Memo?	(6)
Activity 4	How to Write E-mail with Efficiency?	(11)
Chapter Two	Business Correspondence Writing (I) (Relation Establishing)	(15)
Activity 1	Style & Format of Business Letter	(15)
Activity 2	Enquiry & Reply	(19)
Activity 3	Order & Acknowledgement	(29)
Chapter Three	Business Correspondence Writing (II) (Payment Demands & Payment)	(37)
Activity 1	How to Get Payment Settled?	(37)
Activity 2	Get Payment Settled	(48)
Chapter Four	Business Correspondence (III) (Problem Solving)	(58)
Activity 1	Complaint Making	(58)
Activity 2	Reply to Complaint	(67)
Chapter Five	Career	(77)
Activity 1	How to Write an Effective Resume?	(77)
Activity 2	How to Write an Job Application?	(100)
Activity 3	Job-Wanted	(111)
Activity 4	Letters of Recommendations	(114)
Chapter Six	Practical Writing (Notices & Social Letters)	(121)
Activity 1	Notices & Public Signs	(121)
Activity 2	General Introduction of Social Letters	(143)
Activity 3	Common Social Letters	(144)
Chapter Seven	Advertisement Writing	(154)
Activity 1	General Idea of a Copy	(154)
Activity 2	How to Draw a Copy?	(156)
Activity 3	Write a Copy Now	(173)
Chapter Eight	Business Report Writing	(190)
Activity 1	What Is a Business Report?	(190)
Activity 2	What a Report Is Made of?	(191)

Activity 3	How to Write a Routine Report?	(202)
Activity 4	How to Write an Investigation Report?	(209)
Activity 5	How to Write a Feasibility Report?	(218)
Chapter Nine	Business Contract/Agreement Writing	(232)
Activity 1	General Idea About Agreement/Contract	(232)
Activity 2	Basic Provisions for Agreement/Contract	(236)
Activity 3	How to Write a Contract?	(243)
Activity 4	Supplementary Reference for Contract / Agreement Writing	(262)
Chapter Ten	Graphs and Diagrams	(269)
Activity 1	Bar Chart	(269)
Activity 2	Pie Chart	(274)
Activity 3	Line Chart	(278)
Activity 4	Other Diagrams	(282)
附录	常用国际贸易词汇术语	(285)
参考文献	(287)



Chapter One

Memo Writing & E-mail Writing



After finishing this chapter, you should be able to:

- 1) write a memo in correct layout
- 2) find out the focus of a well-organized memo
- 3) write a memo with topic well defined and focused
- 4) write e-mail with efficiency

Activity 1 What Is a Memo?

(a general idea about memo; types of memo)

1.1.1 What is a memo?

A memo is the short form of the Latin word memorandum. But today it is employed as a kind of communication form inside a company or group, in one word, for inner circulation. The following is a sample:


	To: <i>Sami Fergusson</i>	From: <i>Jeff Zhao</i>
	Sub: <i>room booking</i>	Date: <i>12 May, 200_</i>
<p><i>Sami.</i></p> <p><i>Pls book a single room for Mr Yosio Hakasochi in our local four - star hotel from 25 to 27 May before 4 pm tomorrow. After getting the booking confirmed inform me at once.</i></p>		

(请明日下午4点前代Yosio Hakasochi先生在本地的一家四星级酒店订一个单间,日期为5月25日至27日。办好订房事宜后,请立即告诉我。)

1.1.2 Memo can be typed according to their circulation way. Generally speaking there are **four types of memo**:

- 1) sent to upper management

This type of memo is acting as a report and goes to upper management(汇报). For example:

	To: Mr.J.Zhao	From: Sami
	Sub: Booking done	Date: 13 May, 200_

A single room with bath and shower has been reserved for

Mr Yocio Hakasachi at the White Lily Hotel from 25 to

27 May as you have instructed.

(遵您指示,已在白百合酒店为 Yosio Hakasochi 先生订下带淋浴浴室的单人客房一间,时间从5月25日到27日。)

2) sent to divisions affiliated

This kind of memo usually carries instructions from upper management(指示下达). For example:

To: all departments' managers
From: J. Harrison (personnel director)
Date: 5, Mar. 200_


An advanced part-time Deutsch course is starting on the 2nd April, from 7:00 pm to 8:30 pm every weekday's evening(Friday is included), and finishing on the 20th April. Textbooks are free but only those who can pass the test held on the 28th March are eligible to attend the course.

Please collect the names of the staff in your division who want to take the course and send the list to Mrs. Hope, the assistant of Personnel manager, by 4 pm Thursday (March 22) as the test can be arranged properly.

(非脱产的高级德语培训课将自4月2日起至4月20日,从周一到周五每晚7时到8时半进行。定于3月28日先举行测试,通过者方可参加该培训。此次培训教材免费。请各部门将所属班组员工中欲参加培训的名单于周四(3月22日)下午4时之前报交人事助理 Mrs. Hope,以便测试得以妥善安排。)

3) sent to all the staff


This kind of memo works, generally speaking, as a notice or bulletin(通知). For example:

<p>To: all staff From: K Geoff from System Control Date: June 4, 200_</p> <p>The Computing Center is to be close from next Monday to Thursday (June 11 to 14) as a new system is being installed and tested then. We apologize for any trouble that may occur during the installation.</p>	
--	--

(由于安装测试新系统,计算机中心将于下周一至周四即6月11日至14日不向外开放。敬请见谅。)

4) sent to colleagues in or outside one's own department

This type of memo can be regarded as information exchanging(互通信息).

<p>To: Larry Sub: mix-up in the order No. 372</p> <p>The arrived order No. 372 for the spare parts are in wrong size and can't be used. We need the one sized 3 cm but these are of 3.5 cm. I guess there was any mix-up. Please get these wrong ones replaced before this Thursday otherwise we'll have to stop the assembly.</p>	<p>From: Sue Date: 6 Apr, 200_</p> 
---	---

(按我方372号订单送来的零件规格有误,故无法使用。所订的是3cm,而发来的是3.5cm。想必有环节出了差错。

本周四之前必须送来正确的零件,否则无法继续生产。)

In one word, memo works more than a message carrier, and more than just a reminder. At certain companies, memo is regarded as a chief medium for inner communication (though face-to-face communication should be more encouraged indeed), that its writing is taken as a way to train

the staff. Take P&G for example, its management believes in memo writing can help one think well and it is not rare that a new promoted manager there usually has been asked to re-write a memo about 20 times before it is thought Ok. With the trend of SOHO (or MO), memo is playing a more and more important role.

Activity 2 What a Memo Is Like?

(the ordinary layout of memo; subject line writing practice)

1.2.1 Most companies have specially designed memo paper. Unlike letter paper, a memo paper of a company is without the headings (that refers to company's identity, address, telephone, website, etc), but merely with a printed logo. Memo paper pads are also available in many stationery stores. But no matter what sort of memo paper you have, it should present a right layout for memo writing.

The right layout of a memo is made of four lines and a body text.

The four lines are **To Line** (indicating who reads the memo), **From Line** (indicating who writes the memo), **Subject Line** (indicating what the topic is for the memo) and **Date Line** (indicating when the memo is written). The subject line may be missing in some companies' memo paper while in practical a complete subject line can help both the writer and the reader get to the point.

The **body text** is the message. As a memo is used for inner communication, it is usually written in a way not very formal. Some people like to put a signature when ending a memo but it seems unnecessary as there is a From Line above.

1.2.2 Let's come back to the Subject Line as it needs dealing more carefully than the other three lines. From the samples on previous pages you may find that the subject line helps a reader to know, at the first sight, about what the memo is on. It can't be too long or too complex, neither ambiguous, so the writer of a memo should sum up what he/she is writing to fill in the subject line.

There are four memos and some of them have got subject lines filled. Please try to judge if the fillings are well presenting the topics and complete the unfilled ones.

Memo A

To: Sally Date: 4 May, 200_
From: Jim Sub: the meeting

The monthly sales staff meeting is to be held at 9:30 Thursday (7 May). Mr. Scott is making a presentation at the meeting. Please see to that the overhead projector and transparents are ready in the meeting room before the meeting starts as Mr. Scott

doesn't prefer to work with computer.

If you have any problem in your arrangement, pls let me know without hesitation.

(销售月会星期四即5月7日九时半召开,届时 Mr. Scott 将作演示。请负责安排人在开会前于会议室准备好投影仪和专用胶片,因为 Mr. Scott 不喜欢用电脑作演示。如安排中有问题,请及时与我联系。)

Memo B

To: Mr. Braun

Date: 3 March, 200_

From: Jesica

Sub: New system is working.

The Training Dept. is collecting the feedback of the operation of the new system.

Pls send them the report on:

1. How long the system has been working in your Dept.
2. What jobs it is used for.
3. How it is working.

The report is expected by 4 pm this Friday(7 March).

(培训部因需搜集对新系统的反馈而需要以下信息资料:

1. 所在部门新系统使用时间;
2. 新系统应用范围;
3. 新系统运作情况。

请将上述资料汇总后于本周五(3月7日)下午4时前送培训部。)

Memo C

To: J. Fegus

Date: 3 April, 200_

From: B. Schneider

Sub: If the textbook is free for the trainee.

The part time oral English course is starting soon and the list of the trainees has been collected. Before distributing the textbooks to the trainees, I'd like to check on matter: if the textbooks are free for the trainees. Please let me know about this as soon as possible.

(业余英语口语培训不日举行,报名名单业已收齐。发放教材之前仍有一事欲确认:教材是否免费?请速告之。)

Memo D

To: Fred Date: May 6
From: Peggy Sub: _____

I'm having a meeting at HQ during Wednesday and Thursday and back to the office on Friday, so you have to:

- 1) pick up Ms. H at the airport at 5:10 pm (her flight number is CJ 473) on Thursday, and take her to the Grand Hotel where a single room has been reserved for her;
- 2) tell Ms. H that I'm sorry not to be able to pick her personally as planned, but I am meeting her in the office at 10:30 on Friday.

Thank you a lot.

(周三和周四两天我都在总部开会,故请你:

- 1) 周四下午五点在机场接迎 H 女士,她乘坐的航班为 CJ473。然后送她到富丽酒店。在那里已为她订了一个单人间。
- 2) 转告 H 女士我因不能如约亲去机场接迎她而深感遗憾,但我将和她在周五上午 10 点在我办公室会面。)

What do you think of the above four memos?

The subject of Memo A is not focused on the point, as you may have perceived. It could be polished as: Get overhead projector and transparents ready for Thursday's meeting.

The subject of Memo B should have been more close to the point, too. It could be revised to: Feedback of the new system is required.

How about that of Memo C? Well done, don't you think so?

What is the subject worked out by you for Memo D? You might have got it done like this: Receive Ms. H on Thursday.

You may use jaggon or symbols or any illustrations for your subject line fulfilling, but it should be tied to the topic of the memo and highlight the topic.

Activity 3 How to Write a Memo?

(style of memo; tips for memo writing)

1.3.1 From the samples above we could catch the style of a memo, that is: **informal**(非正式), **clear**(清晰), and **brief**(简洁).

As a matter of fact, it's advisable to keep **POSE** in mind when dealing with memo writing.

P stands for “positive” (尽可能用正面的语气), which means a memo should be written in positive tone as much as possible. For instance, instead of “Don’t be late for the meeting”, one should write: “Please do be on time”. Or replace “Don’t be careless” with “You will be appreciated for your carefulness”. It isn’t for being dramatic, virtually. Since we send memo for communication, why could we try to make the other side of the communication feel better or more pleased? And when one is pleased, he/she will be more cooperative.

O stands for “only” (一文只就一事而写), which means a memo should be on only one matter or topic. It’s not wise to try to stuff more than one focuses into one memo. If one really has got more than one matters to send for, bother himself to write another memo is advisable.

S stands for “short” (句子段落宁短毋长), which means a memo should be written with short sentences and short paragraphs. Long sentences and long paragraphs are apt to cause reader tired and even depressed. For instance, which of the two sentences would you prefer?

- (1) We should take determined effort to respond positively to the need for producing a practical and visible plan that can bring about absentee reduction and efficiency promotion.
- (2) A firm action should be taken, so we can cut down absentee and be more efficient.

No doubt you prefer the second sentence. And so do most people in reading a memo.

E stands for “easy” (行文通俗易懂), which means easy words are always the first choice in writing a memo. People won’t, generally speaking, like to bother to look up into a dictionary while working with a memo; on the other hand, the situation is often like this that people are at work when they read a memo so they are too busy to consult a dictionary or any other sources. So “chance” may be preferable to “opportunity”, likewise “thorough” to “exhaustive”.



Task 1

The following sample needs some revising job. Would you like to try the job on it?

To: Mr. R. Harrison

Date: 5 April, 200_

From: Tina

Sub: The transferring of the Photocopy Room

Owing to the present furnishing projection carried out in the complex, it is of necessity that the photocopy room be transferred before this Friday. The furnishing is to finish in four weeks. Please be kind enough to let me know which premises you think to be the proper temporal location for the photocopy room by 8:30 tomorrow morning.

We also need some new curtains for the will-be-furnished offices. I’d like to ask you to get this job arranged — purchasing and installing. Don’t forget to send me a budge of it before next Wednesday as we can discuss about it at the meeting which is Scheduled to be held every Wednesday.