

实用商务英语写作规范丛书

商务报告 英语写作规范

(英汉对照)

Writing Business Reports

〔澳〕张俊明 / 著
刘大为 / 等译



经济科学出版社
Economic Science Press

实用商务英语写作规范丛书

商务报告英语写作规范

(英汉对照)

[澳]张俊明 著
刘大为 等译

经济科学出版社

图书在版编目(CIP)数据

商务报告英语写作规范 / (澳)张俊明著;刘大为等译. —北京:经济科学出版社,2005. 11

(实用商务英语写作规范丛书)

书名原文:Writing Business Reports;Student's Book

ISBN 7-5058-5271-X

I. 商… II. ①张…②刘… III. 商务—英语—应用文—写作 IV. H315

中国版本图书馆 CIP 数据核字(2005)第 131123 号

图字 01-2005-5347

Writing Business Reports;Student's Book by Anthony Cheung

Original edition copyright (1996) by Intercom Press. All rights reserved.

©2005 中文简体—英语双语专有出版权属经济科学出版社

版权所有 翻版必究

商务报告英语写作规范

[澳]张俊明 著

刘大为 等译

经济科学出版社出版、发行 新华书店经销

社址:北京海淀区阜成路甲 28 号 邮编:100036

总编室电话:88191217 发行部电话:88191540

网址:www.esp.com.cn

电子邮件:esp@esp.com.cn

北京密兴印刷厂印装

690×990 16 开 20.375 印张 300000 字

2006 年 1 月第一版 2006 年 1 月第一次印刷

ISBN 7-5058-5271-X/F·4538 定价:40.00 元

(图书出现印装问题,本社负责调换)

(版权所有 翻印必究)

序 言

中国的大门在紧闭了长达数百年之后,于20世纪70年代末再次向世界敞开。基于中国国民经济运行中的诸多矛盾,改革开放的前20来年,基本上是采取以“引进来”为主的发展战略。国际投资者带着资金、技术和管理知识陆续登陆中国,从“经济特区”到东南沿海地区,进而转入中西部地区。在这段历史时期,国内与国际相互沟通的语言障碍,通常可以通过专职翻译的传递得到缓解,起到“以一对十”或“以少对多”的沟通效果,从而推动中国经济体制逐渐与国际经济接轨,由传统的计划体制转向社会主义的市场经济体制。

四分之一世纪过去了,今天,中国的大门进一步向世人敞开,“走出去”正在成为新世纪中国经济体制改革重要战略部署的组成部分。缘于历史、社会等多方面的原因,中国在“走出去”过程中,语言沟通上的瓶颈制约比“引进来”时更为突出。无论是对于高级领导和中层经理,还是对于经济战线上的广大业务人员以及刚刚走上工作岗位的广大青年,如何熟练准确地使用英语这一国际商务活动中的通用语言,助力于“走出去”各个阶层和各个时期的工作,缓解语言瓶颈的制约,越来越被人们所关注。

应运于这种形势的要求,囊括了商务书信、商业计划、商务报告和商业企划案等丰富内容的实用商务英语写作规范丛书由经济科学出版社适时推出。这套丛书不仅按照国际惯例深入浅出地介绍了现代商务英语写作的技巧和要求,而且收集了大量商业案例,使读者在学习、提高英语写作水平的同时,从文间字里感受成功生意的基本过程和经验。可以相信,这套丛书将使广大读者在理论和实践的各个层面多方获益。

社会主义市场经济体系需要在多个方面进行建设和推动,提高英语语言的实际写作能力,是人才建设的重要方面,在此,我预祝这套丛书成功地由经济科学出版社出版和发行。

陈元

Preface

The purpose of this book is to show the reader how to write good business reports. It does so by examining and explaining the various components of business reports and providing models of these components. An easy-to-follow step-by-step approach is adopted. The examples included have been carefully selected and are relevant to a wide range of business situations.

This book is intended for those who wish to learn and master the techniques and skills required to write good business reports. It can be used as a textbook for the business communications student. It can also be used as a reference book by all business executives who need to write reports.

The book begins with an examination of a number of questions relating to business reports. It then describes the component parts of business reports: Title Page, Contents, Executive Summary, Acknowledgements, Background, Terms of Reference, Scope, Source of Information, Information Gathering Method and Procedure, Presentation of Findings, Discussion and Interpretation of Findings, Conclusions, Recommendations, Bibliography and Appendices. This is followed by detailed discussions of the components. In addition, there are ample models, explanations and exercises.

To further facilitate the reader to master the skill of report writing, examples of complete business reports are provided in the Appendices. Appendix A is an illustration of a *Short Business Report* which relates to a market survey. Appendix B is an illustration of a *Business Plan* which relates to a proposed investment venture. Appendix C incorporates two *Memo Reports*: the first reports on an overseas business visit, while the second reports on a sensitive in-company situation. Appendix D incorporates two *Letter Reports*: one reports to an

前 言

此书旨在向读者展示怎样才可以写出出色的商务报告。通过对各种类型商务报告的分析 and 阐释,以及所提供的商务报告各组成部分的范例,由浅入深,循序渐进地实现它对读者的承诺。此书提供的所有范例和范文均经过精心挑选,并且与广泛的商务场景相联系。

由于此书是针对那些希望学习和掌握写出令人满意商务报告技巧的人而编辑的,所以此书既可以作为商务英语课程的教学用书,又可以推荐给所有需要写作英文商务报告的经营管理人员,作为工作参考用书。

这本书首先从写作商务报告涉及的一系列相关问题入手展开分析,随后描述了商务报告的各个组成部分:扉页,目录,行政概述,答谢,背景,涉及的目标和相关领域,范畴,信息来源,信息归集方法和程序,提交的研究结果,对研究结果的讨论和阐述,结论,建议,参考资料和附件。关于商务报告各个组成部分的详细讨论将依此逐步展开。此外,本书还集中了大量的范例,对范例的说明和练习。

为了给予那些希望提高商务报告写作技巧的人以更多帮助,本书在附录中提供了一组完整的商务报告范文。附录 A 是一份关于市场调查的简短商务报告范文。附录 B 是一份关于投资活动意向的商业计划书范文。附录 C 是相关联的两份备忘录报告:第一份是关于一次海外商务考察备忘录,而另一份则是处于保密状态的客户情况备忘录。附录 D 是相关联的两份信函报告范文:一份是对一位海外客户投诉信调查核实的信函,另一份是对一位以前同事的特征、技术和表现情况的推荐信函。

Preface

overseas customer on the findings of an investigation pertaining to a complaint; the other is a letter of reference reporting on the character, skills and performance of a former colleague.

Thanks are due to a number of colleagues and associates, including Millie Ng, Janet Mitchell, Samuel Tang, James Cameron and Kerstin Thorn-Seshold for their time and effort in proof-reading the draft, trialling the materials, and invaluable comments. We thank them for their perseverance and apologize if we have not done their comments justice in our revisions. We would dearly like to have had all the errors eliminated: the responsibility for those that may be left is entirely ours.

Anthony Cheung
David Knapp

前言

在这里要感谢我的同事和助手们,他们是 Millie Ng, Janet Mitchell, Samuel Tang, James Cameron 和 Kerstin Thorn - Seshold, 他们为此书出版,在校对初稿,试用教材和坦诚批评过程中,付出了大量时间和努力。如果我在此书的修改中未能合理地吸收他们的批评,请允许我向他们表示歉意。我还要诚挚的表示,此书中所有错误和不妥之处,责任完全在于我本人。

张俊明博士

Contents

CHAPTER 1	Introduction : what is a report?	8
CHAPTER 2	The preliminaries of a report	34
CHAPTER 3	The introduction of a report	56
CHAPTER 4	The body of a report	84
CHAPTER 5	Using tables and graphs	108
CHAPTER 6	Describing trends and expressing functions	158
CHAPTER 7	The conclusions and recommendations	192
CHAPTER 8	The bibliography and appendices	226
CHAPTER 9	The executive summary	248
 APPENDIX		
APPENDIX A	A short business report	276
APPENDIX B	A business plan	298
APPENDIX C	Two memo reports	312
APPENDIX D	Two letter reports	318

目 录

第一章	介绍：什么是报告？	9
第二章	报告的起始部分	35
第三章	报告的介绍部分	57
第四章	报告的正文部分	85
第五章	图表和曲线的使用	109
第六章	描述趋势和表达功能	159
第七章	结论和建议	193
第八章	参考书目和附录	227
第九章	行政概述	249
附 录		
附录 A	一份短篇商务报告范文	277
附录 B	一份商务计划书范文	299
附录 C	两份备忘录报告范文	313
附录 D	两份信函报告范文	319
译者后记		322

CHAPTER 1

INTRODUCTION: WHAT IS A REPORT?

Chapter 1 Introduction: what is a report?

In this Chapter we will raise some questions before we start to look at how to write reports.

The questions are these :

- What is a report?
- Why are reports written?
- Who reads the reports?
- What types of reports are there?
- What is a Business Report?
- How are reports structured?
- What sort of language is used in a report?

Think about these questions in relation to your own work and try to answer them either in your first language or in English, on paper or in your mind. There is no “right” or “wrong” answer. In this Chapter, we will look at some suggested or possible answers. These are then followed by a discussion of some of the reasons for writing reports and some of the problems which might be encountered.

◆◆ What is a report?

What are the characteristics of a report? Write your own definition taking into account the following :

- The purpose or aim of a report
- The content of a report
- The readers of a report
- The reasons for writing a report

Exercise 1.1

Your definitions :

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

在开始阅读如何写报告前,我们首先在这一章提出一些问题。

这些问题是:

- 什么是报告?
- 为什么写报告?
- 谁阅读报告?
- 报告有哪些类型?
- 什么是商务报告?
- 商务报告的结构是怎样的?
- 商务报告中使用了什么语言?

想想这些与你工作相关的问题,并且尝试用你的母语或英语在纸上或脑海中回答这些问题。没有“对”或“错”的答案。在这一章,我们将提出一些建议或可能的答案。随后我们将讨论为什么写作报告和写作中可能遇到的一些问题。

◆◆ 什么是报告?

报告的特征有哪些?考虑下面几个因素,写出你自己的定义:

- 报告的目的或目标
- 报告的内容
- 报告的读者
- 写作报告的原因

练习 1.1

你的定义:

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Chapter 1 Introduction: What is a report?

Here are some suggested answers:

- The **purpose** of a report is
*to convey certain specific information/
to provide people with information.*
- A report
contains *an account of something,
a description of events,
results of research, etc.*
- A report is written
for *a specific reader or readers.*
- The **reason** for writing
*is usually an answer to a question
or demand for information.*

Here is a suggested definition of a **report**. Do you agree with it?

A report is an account of an event/events
or a subject
giving information
to a specific reader or group of readers,
usually in response
to a request
or enquiries for information.

◆◆ Why are reports written?

Reports are written:

- To give information on specific areas as requested
- To give information on which decisions can be based
- To give information to interested parties on specific work done
- To provide a written record
- To provide a record of the results and conclusions of research from which debate can begin
- To provide general information to other staff or colleagues

第一章 介绍,什么是报告?

下面是部分建议的答案:

- 报告的目的是:
传递某种特定的信息;
向人们提供信息。
- 报告包含:
对某个事情的说明;
对某个事件的描述;
关于某项研究的结果,等等。
- 报告是为 某特定读者或读者群而写的。
- 写作报告的原因
通常是对某问题或某种信息需求的答复。

下面是关于报告的定义,你同意吗?

报告是说明某个事件/某组事件
或某个主题的。

向某个特定的读者
或读者群提供信息。

通常是对信息的要求
或咨询做出反应。

◆◆为什么要写报告?

写报告是为了:

- 按照要求提供特定领域的信息
- 提供能够据此做出决策的信息
- 向有关方面提供有关特定内容的信息
- 提供书面记录
- 提供研究结论或结果的记录,以便展开讨论
- 向其他员工或同事提供一般信息

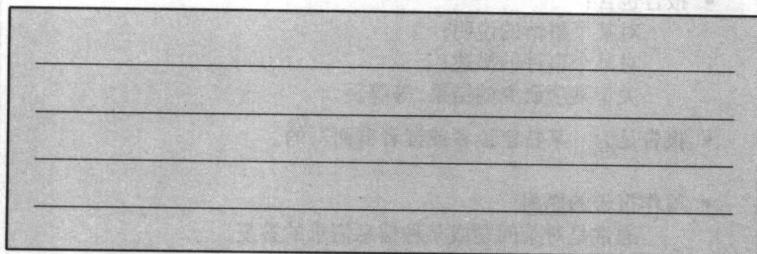
Chapter 1 Introduction: what is a report?

..... and for many other reasons.

Can you think of any?

Exercise 1.2

What are some of the reasons why you or your colleagues might write a report?



Summing up, reports could serve three major functions:

- **Investigative** - to give information from which recommendations can be made. These are usually commissioned by someone.
- **Evaluative** - to assess current policy, procedures or practice, in order to make recommendations for future action.
- **Progress** - to serve as a record of work already done on an ongoing project.

◆◆ Who reads the reports?

A report is often commissioned by a particular person or group, e. g. a manager or a committee. It is then logical to assume that the primary readers of a commissioned report are those who commissioned it.

Reports might also be written for colleagues and peers. These people may share some knowledge of the field which is the subject of the report - a group of sales managers, personnel officers, word-processor operators or advertising executives.

In addition, a report might be meant for the general public or for interested parties outside the organization that commissioned it.

For whomever a report is written, you must remember that it is written for particular readers. Always keep those readers in mind while you are writing.

Your knowledge and understanding of the readers will influence how you write and what you write.

以及因为其他原因。

你能想到更多的原因吗？

练习 1.2

你和你的同事撰写报告的原因是什么？

<hr/> <hr/> <hr/> <hr/>

归纳起来，报告通常具有三个服务功能：

- 调查功能——提供建议性的信息。通常受某人委托而写。
- 评价功能——评估现行政策、实施步骤或状况，以便对下一步的行动提出建议。
- 反映进度功能——对正在进行的项目进展情况进行记录。

◆◆ 谁阅读报告？

报告通常是受某些人或某部门委托而写的，如某经理或某委员会。因此，可以认为报告的主要阅读者就是那些委托别人写作报告的人或部门。

报告也可能是写给同事或相关人员。通常这些人员具备报告中所涉及领域的知识——销售经理队伍、人事部门、文字处理操作员或广告部门的人员。

此外，报告还可能面向委托单位以外的大众或相关利益方。

无论报告为谁而写，你必须记住它是为特定读者写的。在你写作报告时总是要把那些特定读者放在心里。

你对读者的了解和你所掌握的知识，将影响到你如何写作报告和你在报告中写什么。