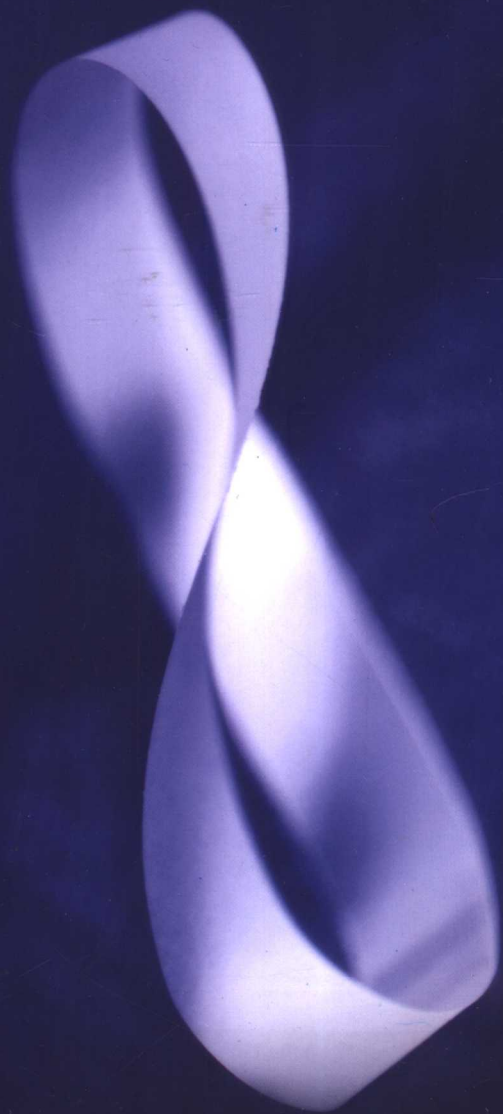


Business Communications

商务沟通

——理论与技巧

Theory and Technique



曹荣光 胡宏斌 编著

云南大学出版社
YUNNAN UNIVERSITY PRESS

Business Communications

—Theory and Technique

商务沟通

——理论与技巧

曹荣光 胡宏斌 编著

云南大学出版社

图书在版编目 (CIP) 数据

商务沟通: 理论与技巧 = Business Communications:
Theory and Technique/曹荣光, 胡宏斌编著. —昆明:
云南大学出版社, 2006
ISBN 7-81112-082-8

I. 商... II. ①曹... ②胡... III. 商务-英
语-写作 IV. H315

中国版本图书馆 CIP 数据核字 (2006) 第 003361 号

Business Communications—Theory and Technique
商务沟通——理论与技巧

编 著: 曹荣光 胡宏斌
策划编辑: 熊晓霞
责任编辑: 叶枫红
封面设计: 刘 雨
出版发行: 云南大学出版社
开 本: 787mm × 1092mm 1/16
印 张: 21.5
字 数: 533 千
印 装: 云南大学出版社印刷厂
版 次: 2006 年 2 月第 1 版
印 次: 2006 年 2 月第 1 次印刷
书 号: ISBN 7-81112-082-8/F·346
定 价: 35.00 元

地址: 云南省昆明市翠湖北路 2 号云南大学英华园内
电话: 0871-5033244 网址: <http://www.ynup.com>
邮编: 650091 E-mail: market@ynup.com

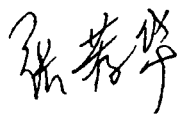
总 序

云南大学经济学院对外贸易系的国际经济与贸易专业是改革开放以后全国最早的 13 个外贸重点专业之一，是云南省省级重点学科，最近又被列为云南省人才培养模式改革试点专业、省院省校合作重点学科。

自从加入世界贸易组织（WTO）以来，我国加快了对外开放的步伐，社会主义市场经济体制在对外开放中不断完善，内地同香港特别行政区更加紧密地开展贸易和投资合作，上海合作组织各国之间的合作进一步发展，特别是中国——东盟自由贸易区建设已经启动，将在 2010 ~ 2015 年建成。中国正在稳步地、全方位、多层次、宽领域地扩大对外开放，逐步融入全球化的世界经济。随着新的国际国内经济形势的发展及我国对外开放的扩大，对对外经贸及国际商务管理人才的需求也随之增加。为适应这种日益增大的需求，培养新型的國際经贸及商务管理人才，云南大学经济学院对外贸易系组织编写了一系列丛书。这一系列丛书内容涉及国际贸易理论与政策、国际贸易实务、国际商务管理、国际金融学、国际商法、国际企业管理、商务沟通等，可应用于国际经济与贸易、国际商务等涉外经济类专业的本专科教学，也可应用于从事国际经贸与商务管理的在职人员培训，以及作为高校双语教学的辅助教材。

《商务沟通——理论与技巧》的编写者是云南大学长期从事对外经贸及商务管理专业教学工作的教师。本书是他们多年教学实践的总结。

在本系列丛书的编写过程中，我们参考了国内外同类教材的体例和内容，同时力求编出自己的特色，但由于受到客观条件及编写水平的限制，难免存在各种问题，我们诚挚地希望同行和读者提出批评意见，共同促进有中国特色的对外经贸及国际商务管理的专业教学工作。



2006 年 2 月于昆明

内容简介

在世界经济全球化和一体化的进程中,商务沟通的重要作用日益显现。书面的商务沟通通常分为对外沟通与对内沟通两部分,内容涉及不同类型的商务应用文写作。本书在编写时汲取了国外最新出版的英文原版商务沟通书籍的精华,并借鉴了国内相关出版物成功的经验。为让学习者学到规范的商务英语,本书选用的书信范例大部分选自英文原著,并根据编排需要和中国国情进行了适当改写。本书全部用英文编写而成,有助于学习者在学习过程中进一步提高运用英语的能力。

本书重点论述对外沟通商务文体的撰写原理与技巧,内容涉及国际贸易、国际金融、合资、独资企业及其他商务机构进行书面沟通时经常撰写的各类商务书信。

全书分为15章,其中第1~2章介绍了英文书信的格式、特点和写作技巧;第3~11章为对外商务书面沟通经常撰写的商务应用文,主要分为以下几类:Enquiries and Replies(询价函与复函)、Sales Letters(推销信)、Order and Confirmation Letters(订货与确认信函)、Payment and Collection Letters(付款与收款信函)、Complaints and Adjustments(索赔与理赔)、Modes of Transportation and Shipping(运输与海运)、Credit(信用相关信函)、Banking(银行业务)、Agents and Agencies(代理商与代理机构);第12章为Public Relation Letters(公共关系信函),包括Invitations(邀请函)、Letters of Appreciation(感谢信)、Letters of Sympathy(慰问信)及其他日常对外沟通常用的信函;第13章主要阐述Employment Related Letters(个人求职、求学相关信函)的撰写方法,包括Letters of Application(求职/求学信)、Resume(简历)、Personal Statements(个人自述)、Letters of Recommendation(推荐信)等;第14、15章以备忘录和商务报告的写作为例介绍了对内沟通商务书信的格式、行文特点及技巧。

本文的编写顺序为课文正文、词汇和练习三大部分。正文部分着重介绍相关书信的撰写原则及行文特点,并通过大量的例句和书信范例阐述了相应的写作技巧;每一章所附的词汇旨在方便读者阅读正文,并供其学习撰写相关信函时参考;各章练习有助于提高学习者的综合运用能力。

本书可供大专院校主修国际商务、国际经济与贸易、金融学、工商管理或其他涉外专业的学生学习商务英语写作时使用,也可供国际商务、外资企业、银行等部门的在职人员及有志到国外留学者学习使用。

通过本书的学习,有助于学习者掌握商务英语信函的基本行文方法、格式、语言和文体特点以及相关专业词汇,从而能按要求或根据所提供的材料撰写商务信函、与商务活动密切相关的公共关系信函及个人信函,从而提高其在工作和学习过程中运用商务英语进行书面沟通的能力。

由于编写者水平有限,编写时间仓促,文中难免出现不足和疏漏之处,敬请读者和专家学者见谅。

编 者

2005年12月

PREFACE

With the globalization and integration of world economy, people all over the world spend more time communicating than doing anything else. In fact, communication is one activity that we human beings clearly do better than the other forms of life on earth. As a result, we human beings have been playing a dominant role in this world for thousands of years. It is undeniable that communication is vital to our success and well-being in civilized society.

The importance of communication in business becomes even more apparent when we consider an organization's communication activities from an overall perspective. As far as business communication is concerned, these activities roughly fall into two broad categories: internal and external. Though both communication are vital to business success, our emphasis is on the external one for we human beings tend to be extroverted.

The purpose of this book is to provide you with an understanding of the basic skill required to become an effective communicator and with the practice necessary to become confident in your abilities as a writer. At the same time, the book stresses the importance of effective writing skills to your success in school and at work, regardless of what career you choose.

CONTENTS

Chapter 1 Structure and Layout of Business Letter (商务书信的结构和格式)	(1)
Chapter 2 The Fundamentals and Techniques of Business Writing (撰写商务书信的基本原理和技巧)	(24)
Chapter 3 Enquiries and Replies (询价函与复函)	(52)
Chapter 4 Sales Letters (推销信)	(70)
Chapter 5 Order and Confirmation Letters (订货与确认信函)	(84)
Chapter 6 Modes of Payment and Collection (付款与收款信函)	(98)
Chapter 7 Complaints and Adjustments (索赔与理赔)	(115)
Chapter 8 Modes of Transportation and Shipping (运输与海运)	(137)
Chapter 9 Credit (信用相关信函)	(152)
Chapter10 Banking (银行业务)	(176)
Chapter 11 Agents and Agencies (代理商与代理机构)	(197)

Chapter 12	Public Relation Letters	
(公共关系信函)	(216)
Chapter 13	Employment Related Letters	
(个人求职、求学相关信函)	(240)
Chapter 14	Memos	
(备忘录)	(273)
Chapter 15	Business Report Writing	
(撰写商务报告)	(288)
References		
(参考文献)	(333)

CHAPTER 1 --- STRUCTURE AND LAYOUT OF BUSINESS LETTER ---

STRUCTURE OF BUSINESS LETTER

A typical business letter usually consists of the following parts:

Letterhead

The first and most obvious element of a business letter is its letterhead or heading. A letterhead's two functions are to *identify* where the letter comes from, and to *look good*. A letterhead usually contains the organization's name, address, telephone number, fax number as well. Sometimes a trademark or slogan is effectively incorporated. Many large companies add department identification, and companies that do business internationally usually add their cable address. e. g.

A&C (Records) Ltd ---

4-43 Broadway, Manchester M2 58p

Directors: J. Allen, P. D. Robins M. A. , R. C. Frial

Reg. No. 901107

Telephone: 061 832 4397

VAT No. 821 621 531

Fax: 061 832 4397

References

References are quoted to indicate what the letter refers to (Your Ref.) and the correspondence to refer to when replying (Our Ref.).

References may either appear in figures, e. g. 661/17 in which case 661 may refer to the chronological number of the letter and 17 to the number of the department, or in initials, as in DS/MR (or ds/mr) , in which case DS stands for Donald Sampson, the writer, and MR for his secretary, Mary Rogers, e. g.

(*Heading*)

Your ref: 6 November 2005

Our ref: DS/MR

Date: 8 December 2005

Dateline

The dateline includes the complete date. You should use the conventional date form, with month, day, and year (e. g. “*November 14, 2005*”). Abbreviated forms such as “12 – 11 – 2005”, or “Dec. 8, ‘ x04 ’” are informal and do not leave the best impressions on most people.

There are two styles in which letters are dated: the American style and the British Style. You may see the difference between these two styles in the following examples:

The American style is

A: month (spelled out in full) ;

B: day of the month (in digits, without-th, -nd, etc, followed by a comma) ;

C: year (in digits).

e. g. *March 8, 2005, December 25, 2006*

The day of the month is read as an ordinal (second, twenty-third, etc), but the ordinal suffixes are omitted in writing. Likewise, many Americans insert “the” in reading the dates (May the eighth), but this definite article is never written, except in formal invitations where all numbers are spelled out (April the fifth, two thousand and five).

On the contrary, **the British Style** is ordered as follows:

A: day of the month (in digits) ;

B: month (spelled out in full) ;

C: year (in digits).

e. g. *1 April 2005, 1 May 2006*

You may have found that there is no comma between the name of the month and the year, which is quite different from the American style.

Inside address

The mailing address, complete with the addressee's title, makes up the inside address or receiver's address. Preferably, type it without abbreviations, except for state or province names and those words commonly abbreviated (e. g. Dr. , Mr. , Mrs. , Ms.)

It is not advisable to write dates in all digits, for example, 1. 5. 2005, because it is ambiguous. As you can see in the above example, this would signify January 5, 2005 in American English, whereas, in British English it would mean 1 May 2005.

e. g. *Ms. Anna Brown, Chair*
Department of Linguistics
Right State University
1415 University Drive
Felicity, OH 45434

Salutation

You should choose the salutation on the basis of your familiarity with the reader and the formality of the situation. As a general rule, if the writer and reader know each other well, the address may be by first name ("Dear Jane"). An address by last name ("Dear Mr. Bush") is appropriate in most cases. In formal or impersonal situations, the forms "Dear Sir" and "Dear Madam" are in order. Nowadays there is some movement toward eliminating the salutation and the complimentary close (especially in the Simplified Form), but this letter style has not yet gained the support of a major section of business.

In addition, as a result of the women's rights movement, the term "Ms. " is used for all women instead of "Mrs. " And "Miss. ", just as we use "Mr. " for all men. The impersonal plural greetings "Gentlemen" and "Dear Sirs" have a similar status. Clearly, they greet the readers as males when in fact females may be among them. One suggested solution is the salutation "Ladies and Gentlemen" (or "Ladies and /or Gentlemen").

Attention line

Some executives prefer to emphasize the company address rather than the individual offices. Thus, they address the correspondence to the company in the inside address. Then they use an attention line to direct the letter to a specific officer or department. Typical forms of this reference are as follows:

Attention of Mr. LW. Lowe, Sales Manager
For Ms. Barbara Blake, Director
Attention: Mr. Lionel Crane, Office Manager
Attention, Ms. Mary Smith, Managing Director

Subject line

To enable sender and receiver to quickly identify the subject of correspondence, many writers use subject lines in their letters. The subject line tells what the correspondence is about. In addition, it contains any specific identifying material that may be helpful—date of previous correspondence, invoice number, order number, and the like. It is placed on a line below the salutation. Usually it begins at the left margin, although it may be centered or indented (if the paragraphs are indented). Take a look at the following examples:

***Subject:** Your November 8 inquiry about leather shoes*
Reference your October 5 order for Walnut Meat

***SUBJECT:** Applying for a job position*
Illustrated catalogues

Body of the letter

The body contains the actual message of a letter. Generally speaking, the letter should be carefully planned and paragraphed, with the first paragraph referring to any previous correspondence and the last paragraph to future actions or plans.

It is best to keep an initial business letter short. Business people are busy and do not have time to read long letters! In a one-page letter, you will usually only need three or four paragraphs, single spaced. Use a double space in between paragraphs.

Second page heading

When a letter must go beyond one page, you should set up the following pages for quick identification. It is general practice to type or print the following pages on plain paper (not letterhead). Of the various forms used to identify these pages, the following three are the most common:

Mr. Bill Clinton

2

December 8, 2004

Mr. Bill Clinton
December 8, 2004
Page 2

Mr. Bill Clinton December 8, 2004, page 2

Complimentary close

If the letter begins with Dear Sir, Dear Sirs, Dear Madam or Dear sir or Madam, it will close with Yours faithfully. If the letter begins with a personal name—Dear Mr. James, Dear Mr. Robinson, Dear Ms. Jasmin—it will close with Yours sincerely. Avoid closing with old-fashioned phrases such as *We remain yours faithfully*, *Respectfully yours* etc. The comma after the complimentary close is optional (Yours faithfully, or Yours faithfully).

Note that Americans tend to close even formal letters with Yours truly or Truly yours, which is unusual in the UK in commercial correspondence. But a letter to a friend or acquaintance may end with Yours truly or the casual Best wishes.

The position of the complimentary close—on the left, right or in the center of the page—is a matter of choice. It depends on the style of the letter (blocked letters tend to put the close on the left, indented letters tend to put them in the center) and on your firm's preference.

e. g.

Sincerely,

Jonathan Wilson

Jonathan Wilson

Signature block

The typed or printed signature conventionally appears on the fourth line below the complimentary close, beginning directly under the first letter in the block form. A short name and title may appear on the same line, separated by a comma. If either is long, the title appears on the following line, blocked under the name. The writer's signature appears in the space between complimentary close and typed signature.

Always type your name after your handwritten signature. Even though you may think your signature is easy to read, letters such as a, e, o, r and v can easily be confused.

It is, to some extent, a matter of choice whether you sign with your initials (s) (D. Jenkins) or your given name (David Jenkins), and whether you include a courtesy title (Mr. , Mrs. , Miss, Ms.) in your signature or not. But if you give neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he/she replies. It is safer, therefore, to sign with your given name, and safest of all to include your title.

Including titles in signature is, in fact, more common among women than among men, partly because many women like to make it clear either that they are married (Mrs.) or unmarried (Miss) or that their marital status is not relevant (Ms.), and partly because there is still a tendency to believe that important positions in a company can only be held by men. It would do no harm for men to start including their titles in their signatures.

Look at the following examples:

Yours faithfully,
T Shurgold
(Miss) T. Shurgold

Yours sincerely,
J. Howatt
J. Howatt (Mr.)

Per Pro

The term per pro (p. p.) is sometimes used in signatures and means for and on behalf of, as indicated as follows:

Yours faithfully,
p. p. Watson & Jervis Ltd.
R. Nod
Sales Manager

Secretaries sometimes use p. p. when signing letters on behalf of their bosses:

Yours faithfully,
(Mrs) Rosemary Phipps
p. p. J. Mane
Managing Director

When signing on behalf of your company, it is useful to indicate your position in the firm in the signature:

Yours faithfully,
(Mrs) T. Lovette
(Ms) T. Lovette
Chief Account

Enclosures

If there are any enclosures, e. g. leaflets, prospectuses etc. , with the letter, these may be mentioned in the body of the letter. But many firms in any case write Enc. or Encl. at the bottom of the letter, and if there are a number of documents, these are listed.

Enc.

Bill of Lading (6 copies)
Insurance certificate (1 copy)
Certificate of origin (1 copy)
Bill of exchange (1 copy)

Copies

c. c. (= carbon copies) is written, usually at the end of the letter, when copies are sent to people other than the named recipient:

c. c. Messrs. Poole & Jackson Ltd. , Solicitors
c. c. Mr. J. Cooper

Addressing envelopes

Envelope addresses are written in a similar way to inside addresses, but, for letters in or going to the UK, British Telecom recommends that the postcode is written on a line by itself at the end of both the town and the country are written in capital letters.

It is general practice to have the return address printed in the upper left corner of the envelope. Name and address of the receiver should be typed about half way down the envelope, leaving enough space for the postmark or stamps. Post notations such as Certified or Confidential should be placed in the bottom left-hand corner.

Mr. G. Penter
49 Memorial Road
ORPINGTON
Kent
BR6 9UA

(Stamp)
Registered

Messrs W. Brown & Co.
600 Grand Street
LONDON
UNITED KINGDOM
WIN 9UZ

Confidential

LAYOUT OF BUSINESS LETTER

When we apply communication theory to business letter situations, it becomes evident that the letter's appearance is a part of the message. Readers judge the writer by what they see as they look at the typed page. Thus, for the very best communication result, you should make certain that your letter looks good—that it gives a good impression of you. For your guidance in this effort, the following review of letter form is presented.

The ideal letter layout is one that has the same shape as the space in which it is typed. It fits the space much like a picture in a frame (see Figure 1), that is, a rectangle bordering the typing has the same shape and it is proportionate to the space under the page letterhead. This layout is marked at the top by the dateline, on the left by the line beginnings, on the right by the average line length, and at the bottom by the last line of the typed signature. Because it looks better to the eye, the layout is best placed slightly high on the page. Slide margins should be equal and no less than an inch.

Most offices use fixed margins for all routine letters. Typically they use lines of about six inches and vary the heights of the letters by using more or less space, as needed, between date and inside address. The arrangements in Figure 2 and Figure 3 typify this practice.

Figure 1

**Modified Block, Blocked Paragraphs, Margins
Adjusted to Form Ideal Layout**

(LETTERHEAD)

December 13 , 2004

↑

3 TO 8 LINES

↓

*Ms. Loretta R. . Gunnison, President
Port City Investments , Inc.
3117 Avenue E
Seattle, WA 20103*

Dear Ms. Gunnison ;

*Sincerely ,
THE SWANSON COMPANY
3 LINES
C. I. Breen President*