

赵玉君 编著

国际商务交流英语

International Business
Communication English



天津科技翻译出版公司

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国际商务交流英语

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前 言

随着改革开放的逐步深入,我国对外经济贸易蓬勃发展。在外贸体制改革深化改革的今天,许多企业和科研单位都获得了进出口经营权,使得越来越多的人士加入了对外贸易工作的行列。同时,进行对外贸易的方式也越来越多样化,形势的发展需要大量懂业务、会经营、懂外语的外贸人才。本书就是为适应对外贸易体制改革及外贸工作与国际惯例接轨的需要而编写的。它的目的就是帮助具有一定英语水平的外经贸工作者及有志从事外贸工作的同志掌握进行对外贸易的知识和技巧,熟练掌握外贸实用英语,并以此作为工具在外贸活动中有理、有利、有节地处理业务、问题及纠纷等。

本书不仅包括传统的进出口业务信函,如:询盘、发盘、订货、运输、保险、支付等,还增加了国际经济合作中常用的贸易方式及有关的合同信件,如三来一补贸易方式、租赁、招标、投标等。本书详细介绍了对外贸易中如何处理商品检验、索赔及仲裁问题,书后还附有对外贸易法、中华人民共和国仲裁法、进出口商品免验办法等,这是外贸工作人员必不可少的法律武器及解决贸易争端时必须掌握的知识。

为帮助参加全国商务师考试的人员顺利通过考试,书后附有1990年至1994年全国外销员统考外贸英语试题及答案,供复习参考用。同时,为使读者更准确地理解和掌握英语外贸专业知识和技术术语,我们在每课后增加了较详细的中文注释及释例,并配有一定量的练习。本书外贸专业知识全面、系统、实用性强。

在编写本书的过程中,我们始终坚持题材新颖、全面、实用性强的原则,使其具有一定的深度和广度,是大专院校经贸专业学生的理想教材,更是外贸专业人员参加商务师考试的必备参考书。

由于编者水平有限,书中难免有不确或错误,欢迎广大师生及读者批评、指正。

编 者

1995年8月

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INTRODUCTION

概 要

Nowdays formality in business letter is rapidly giving way to a less conventional and more friendly style, the layout, or mechanical structure of the letter as it is called, still follows a more or less set pattern determined by custom and not resulting from any deliberate plan. So, it is better to follow established practice, which is convenient because it provides a standard to which the business world has become accustomed, and therefore avoids confusion and waste of time for both sender and receiver.

STRUCTURE AND STYLE OF THE BUSINESS LETTER AND FAX

商业信函和传真的结构和格式

I. The Business Letter

商业信函

1. Structure of the business letter

商业信函的结构

SPECIMEN LETTERS

- (1) Harcourt Brace Jovanovich, Inc.
 757 Third Ave.
 New York 10017

Telephone:

Fax:

Your Reference:

Our Reference:

(2)

May 3, 19—

(3) REGISTERED MAIL

(4) CONFIDENTIAL

(5) MacDonald & Evans Ltd.

Estover Road

Plymouth PL67PZ

Britain

(6) Attention Mr. Richard Martin, Personnel Director

(7) Dear Sirs

(8) Subject: The Business Letter

(9) This letter is an example of modified block style.

All of the parts of the letter are included.

Although this example shows the date to the right, it could be centered as well. The complimentary close and signature are also to the right; they could be centered.

The dictator's title may be typed on the same line as the name; or if the title is a long one, it may be typed on the line below the dictator's name.

This letter uses open punctuation, which has no comma after the salutation and the complimentary close.

(10)

Faithfully yours

(11)

David H. Walker

Sales Manager

(12) DHW :deh

(13) Enclosure

cc Mr. Robert Wills

(14) P. S.

Although the letter is made up of many parts ,not all of these parts are necessary to every letter. This specimen letter shows all of the parts that are described here: (1) the letterhead, (2) the date, (3) mailing notation, (4) other notation, (5) inside address, (6) attention line, (7) salutation, (8) subject line, (9) body, (10) complimentary close, (11) signature, (12) identification initials, (13) enclosure and carbon copy notations, and (14) postscript. Among them seven parts are principal ones. They are part (1), (2), (5), (7), (9), (10) and (11).

Parts of the business letter

(1) The letterhead

The letterhead expresses a firm's personality, it helps to form one's impression of the writer's firm. Because of this ,many firms engage experts to design attractive notepaper headings. Styles vary considerably, but they all give similar information such as the name and address of the firm including telephone and fax number, telex address, the telegraphic codes used, if any.

(2) The date

All letters are dated. Because business letters are ordinarily typed on letterhead stationery that contains the name and address of the firm or person writing the letter, the date is the only part of the heading that

the typist need to supply. The date is easier to read if the month is not abbreviated (e. g. August for Aug). Never use the shortcut, 7/15/— —, because the practice to write dates varies in different countries. English practice follows the order of day, month and year while it is the U. S. practice to write in the order of month, day and year. For example, 5/6/1993 could be taken as either May 6 or June 5.

In addition, there is a growing tendency to omit the — th, — st, — nd and — rd that follow the day (e. g. July 2 for July 2nd).

If you are not using letterhead stationery, then add to the heading the address of the person signing the letter. Place such an address just above the date.

e. g. 285 N. W. Madison Avenue
Portland, OR 97320

July 15, 19— —

(3) Mailing notation

If the letter is being sent by a postal service other than regular mail, such as special delivery or registered mail, indicate this by typing a notation, usually in all caps, two spaces above the inside address; also type such a notation on the envelope below the stamp position. Placing the notation above the inside address has two purposes; the recipient knows that the letter is important enough to have been sent by a special service

and anyone from the writer's firm can tell from the file copy how the letter was sent.

(4) Other notations

Other notations, such as Personal, Confidential, and Please Forward, are also typed above the inside address as well as on the envelope. On the envelope these notations are placed either in the upper left corner below the return address or after the name of the addressee.

(5) Inside address

The inside address contains the complete name and address of the recipient of the letter and is a part of every business letter. It is typed at the left-hand margin at least two lines below the date in single spacing and agrees with the address on the envelope. The inside address is important both for reference and for filing purposes.

Courtesy titles are used in correspondence.

e. g. Mr J. Black
J. Black Esq.

Write "Mr" for a man and "Mrs", "Miss" or "Ms" for a woman. "Esq." (Esquire) is sometimes used instead of "Mr" for certain classes of persons such as judges and magistrates and should always follow the personal name.

When the recipient holds a special title, such as Doctor, Professor, Colonel or Sir, use it instead of

“Mr” or “Esq.” and his official position should follow.

e. g. Dr E. Browning
President

Other qualifications or decorations may follow the names:

e. g. P Davis, Ph. D.
Sir W. Brown, M. P.

“Messrs” is the abbreviated form of the French word “Messieurs” used only for partnerships whose company names include a personal element.

e. g. Messrs MacDonald & Evans

“Messrs” is not used when there is no personal element in the name, as Utility Furniture Co., or when the name already carries a courtesy title, as Sir William Dobson & Sons, or when the word “The” is included in the company’s name, as The Grayson Electrical Co.

(6) Attention line

The attention line is used to direct the letter to a particular official department of the firm. It generally follows the inside address and it can be written in following two ways:

MacDonald & Evans Ltd
Estover Road
Plymouth PL67PZ
Britain

For the attention of Mr Smith