

教育部中小学全效学习方案研究与实验项目

教育部新课程国家级课题成果



新课标全程学案

高中数学

必修2

配套人民教育出版社实验教科书

B版

丛书主编◎杨光宇

灵活运用思维方法
全面提高数学素养



北京大学出版社
PEKING UNIVERSITY PRESS

全国高职高专国际商务类规划教材

国际商务函电

张晓云 杨小舟 主 编
张静 刘绍林 王劲羽 副主编



北京大学出版社
PEKING UNIVERSITY PRESS

内 容 简 介

本书共有十四个单元,单元分配上以介绍一般的函电书写原则、格式为引导,加上外贸业务人员经常需要书写的个人简历、求职申请书和推荐信的写作以及专业函电。专业单元排布则以外贸业务程序、方式这一工作过程为导向,将询盘、发盘、还盘、外贸合同条款、货物描述、包装、运输、货款结算、保险、索赔和理赔、贸易方式等每个过程所涉及的函电串联起来;在每个单元中,首先对本章所学习的内容作出一个简介,便于学生了解有关的基本英语表达方法和掌握相关的单词,然后,安排至少三个以上的函电样本,每个样本后列出该类函电的写作要点,便于学生掌握该类函电写作的基本要素,以达到举一反三的学习目的;同时每个单元后面都附带了单词、注释、有用的表达句型和大量练习,便于学生将课堂学习和实际训练结合起来,通过本课程的学习,利用国际商务函电这个媒体,真正提高他们的国际商务交流能力。

本书适合于有关国际商务、商务英语和经济类专业开设商务英语课程的本科生和高职学生作为教材或自学参考书使用。为了方便教学,我们还编写了对应的参考答案、课文译文和课件,并制成独立的光盘,免费提供给选用本书作为教材的院校和授课教师参考之用。

图书在版编目(CIP)数据

国际商务函电/张晓云, 杨小舟主编. —北京: 北京大学出版社, 2008.8

(全国高职高专国际商务类规划教材)

ISBN 978-7-301-13646-1

I. 国… II. ①张…②杨… III. 国际贸易—英语—电报信函—写作—高等学校: 技术学校—教材 IV. H315

中国版本图书馆 CIP 数据核字 (2008) 第 051264 号

书 名: 国际商务函电

著作责任者: 张晓云 杨小舟 主编

策 划 编 辑: 葛昊晗

责 任 编 辑: 成 淼

标 准 书 号: ISBN 978-7-301-13646-1/F · 1886

出 版 者: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62765126 出版部 62754962

电 子 信 箱: xxjs@pup.pku.edu.cn

印 刷 者: 山东省高唐印刷有限责任公司

发 行 者: 北京大学出版社

经 销 者: 新华书店

787 毫米×980 毫米 16 开本 19.5 印张 391 千字

2008 年 8 月第 1 版 2008 年 8 月第 1 次印刷

定 价: 34.00 元

未经许可, 不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有, 侵权必究

举报电话: 010-62752024; 电子信箱: fd@pup.pku.edu.cn

前 言

随着现代通信交流技术的发展,国际商务活动中函电的形式也由过去单一的信函发展为今天的信函、传真、电子邮件和网络聊天等多种方式。越来越多的人使用比较简单的交流格式和语言,以满足现代快速、高效的需求。

然而,无论是传统的信函,还是今天的传真或电子邮件,都不可避免地要涉及一个文件的书写问题。如何让客户理解你的本意、相信你;如何在来往函电中体现涉外业务人员的高素质,最终达成合作的协议,这在很大程度上取决于涉外业务人员的函电表达能力和水平。

本书突破现有国际商务函电教材的模式,共设有十四个单元。各单元内容以介绍一般的函电书写原则、格式为引导,加上外贸业务人员经常需要书写的个人简历、求职申请书和推荐信的写作以及专业函电。专业单元内容则以外贸业务程序、方式这一工作过程为导向,将询盘、发盘、还盘、外贸合同条款、货物描述、包装、运输、货款结算、保险、索赔和理赔、贸易方式等每个过程所涉及的函电串联起来;在每个单元中,首先对本章所学习的内容作出一个简介,便于学生了解有关的基本英语表达方法和掌握相关的单词,然后,安排至少三个以上的函电样本,每个样本后列出该类函电的写作要点,便于学生掌握该类函电写作的基本要素,以达到举一反三的学习目的;同时每个单元后面都附带了单词、注释、有用的表达句型和大量练习,便于学生将课堂学习和实际训练学习结合起来,通过本课程的学习,利用国际商务函电这个媒体,真正提高他们的国际商务交流能力。

本书适合于有关国际商务、商务英语和经济类专业开设商务英语课程的本科生和高职学生作为教材或自学参考书使用。为了方便教学,我们还编写了对应的参考答案、课文译文和课件,并制成独立的光盘,免费提供给选用本书作为教材的院校和授课教师参考之用。

本书由张晓云,杨小舟担任主编,张静,刘绍林,王劲羽为副主编。本书的参编人员有:席岩、戴晓晖、赵天书、苏莹、李津、何桂芳、王晶晶等(参编人员排名不分先后)。

北大出版社的葛昊晗和成淼编辑对于本书的出版倾注很多的心血,在此一并致谢!

编 者

2008年6月

目 录

Unit 1 The Principles for Business Writing.....	1
Introduction.....	2
New Words	12
Notes	12
Useful Expressions.....	13
Exercises	17
Unit 2 Formats of Correspondence and E-mails	18
Introduction.....	19
New Words	26
Notes	27
Useful Expressions.....	28
Exercises	30
Unit 3 Invitation, Job Application, CV and Recommendation.....	32
Introduction.....	33
New Words	44
Notes	44
Useful Expressions.....	47
Exercises	48
Unit 4 Establish Business Relationship.....	51
Introduction.....	52
New Words	57
Notes	58
Useful Expressions.....	60
Exercises	62



Unit 5 Inquiry and Reply	64
Introduction	65
New Words	69
Notes	70
Useful Expressions	74
Exercises	76
Unit 6 Offer and Counter-offer	78
Introduction	79
New Words	83
Notes	84
Useful Expressions	89
Exercises	90
Unit 7 Order, Contract and Articles	92
Introduction	93
New Words	99
Notes	100
Useful Expressions	103
Exercises	105
Unit 8 Description of Goods, Package and Marks	109
Introduction	110
New Words	115
Notes	115
Useful Expressions	118
Exercises	120
Unit 9 Transportation	122
Introduction	123
New Words	129
Notes	130

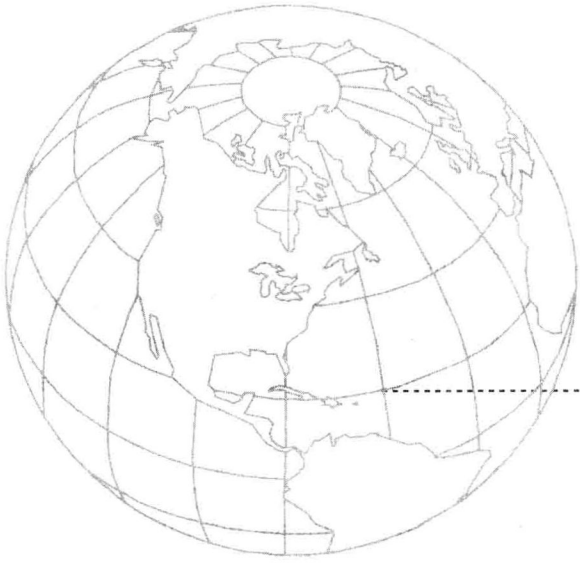


Useful Expressions.....	133
Exercises	136
Unit 10 Methods of Payment	140
Introduction.....	141
New Words	148
Notes	150
Useful Expressions.....	155
Exercises	157
Unit 11 Insurance	162
Introduction.....	163
New Words	170
Notes	170
Useful Expressions.....	174
Exercises	177
Unit 12 Complaint, Claim and Settlement	180
Introduction.....	181
New Words	189
Notes	189
Useful Expressions.....	192
Exercises	195
Unit 13 Other Trade Modes.....	198
Introduction.....	199
New Words	205
Notes	205
Useful Expressions.....	207
Exercises	209
Unit 14 Credit Investigation and Status Enquiries	212
Introduction.....	213
New Words	218



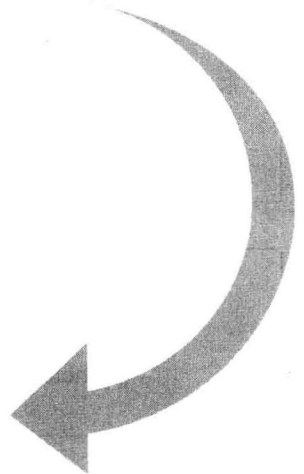
国际商务函电

Notes	218
Useful Expressions	220
Exercises	221
译文和练习参考答案	223
参考文献	301



Unit 1

The Principles for Business Writing



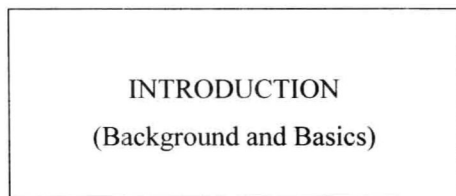


Introduction

Whether you are composing a business letter, a fax message, a memo or an e-mail, the general rules for structuring the body of the messages are the same. A well-structured document written in good business language is the core of effective communication. This section will help you to get past that blank page and start creating well-structured documents that will achieve your objectives.

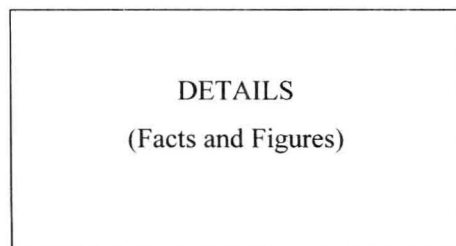
4 POINTS PLAN

Many communications are short and routine. You can write or dictate them without any special thinking or preparation. However, documents which are not so routinely need more thought and careful planning. Taylor suggested this 4 point plan in Communication for Business. It provides a useful but simple framework for structuring all written communications, and is illustrated simply here:



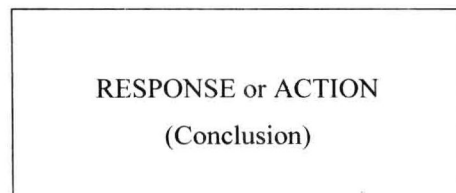
① Why are you writing?

Refer to a previous letter,
Contact or document.



② Give information/structure.

Ask for information.
Provide all relevant details
Separate into paragraphs.
Ensure logical flow.



③ Action the reader should take.

Action you will take.
Give a deadline if necessary.



CLOSE
(A simple one-liner)

- ④ Sometimes all that is needed is a simple one-line closing sentence.

Let's look at this 4 point plan in more detail:

1. Opening or introduction

The first paragraph will state the reason for the communication, basically setting the scene.

It may:

- acknowledge previous correspondence
- refer to a meeting or contact
- provide an introduction to the matter being discussed.

For example:

Thank you for your letter of...
It was good to meet you again at the conference last week.
We wish to hold our annual conference at a London hotel in September.

Beware beginning a sentence with 'Further to your letter of ...' this should always be continued as shown: Further to your letter of 12 July, I am sorry for the delay in attending to this matter.

2. Details (Central sections)

This main part of the message gives all the information that the recipient needs to know. Alternatively you may be requesting information, sometimes both. Details should be stated simply and clearly, with separate paragraphs used for individual sections. This section should flow logically to a natural conclusion.



3. Conclusions (Action or Response)

This section draws the message to a logical conclusion. It may:

- state the action expected from the recipient
- state the action you will take as a result of the details provided.

For example:

Please let me have full details of the costs involved together with some sample menus.

If payment is not received within seven days this matter will be placed in the hands of our solicitor.

4. Close (A simple one-liner)

A simple one-line closing sentence is usually all that is necessary to conclude a message.

This should be relevant to the content of the message.

For example:

I look forward to meeting you soon.

I look forward to seeing you at next month's conference.

A prompt reply would be appreciated.

Please let me know if you need any further information.

(TIP): Closes such as these are incomplete and should not be used:

Hope to hear from you soon.

Looking forward to hearing from you.



【Sample】 Illustrating letter of 4 point plan for structuring all written messages

Institute of Secretaries
Wilson House, West Street, London SW 12 AR
Telephone 020 89872432
Fax 020 89872556

LD/ST

12 May 2004

Miss Oing Lee Fong
15 Windsor Road
Manchester
M2 9GJ

Dear Lee Fong

2004 SECRETARIES CONFERENCE, 8/9 OCTOBER 2004

As a valued member of the Institute of Secretaries, I have pleasure in inviting you to attend our special conference to be held at the Clifton Hotel, London on Tuesday/Wednesday 8/9 October 2004. ①

Opening (give a brief introduction)

This intensive, practical conference for professional secretaries aims to:

- ⑤
- increase your managerial and office productivity
 - improve your communication skills
 - bring you up to date with the latest technology and techniques
 - enable get working with other secretaries ②

Leave one blank line everywhere except the signature space

Details (separate paragraphs, flowing logically)

The seminar is power-packed with a distinguished panel of professional speakers who will give expert advice on many useful topics. A program is enclosed giving full details of this seminar which I know you will not want to miss.

If you would like to join us please complete the enclosed registration form and return it to me before 30 June with your fee of £ 50 per person. ③

Conclusion (action expected from the recipient)

I look forward to seeing you again at this exciting conference. ④

Close (a simple closing statement)

Yours sincerely

Louise Dunscombe
LOUISE DUNSCOMBE(Mrs)
Conference Secretary



Checklist

1. Remember: a well-structured business document is the core of effective communication.
2. Use a subject heading to give the main gist of your message.
3. Refer to a previous letter, contact or document in the first paragraph—the Introduction.
4. Compose the central section (details) so that each point follows in a sensible order, and make sure the information flows logically from point to point.
5. Separate the message into paragraphs, leaving on blank line between each section.
6. Conclude your message by stating what action you expect the reader to take after reading your message.
7. Be sure to include a deadline for any response, if this is appropriate.
8. Your close may simply be a one-liner, whatever is relevant to the situation.
9. Proofread your message carefully and take a while to consider whether it is structured appropriately and that all the details are arranged logically.
10. Read through your final message as if you were the reader – imagine how the reader will feel when receiving it. If anything is not right, make the necessary changes.

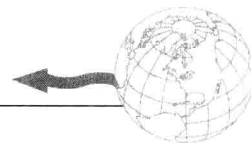
Steps to good business writing

Let's take a look at rules of good business writing. If you follow these rules you will be helping yourself to become a letter business writer.

1. Remember your ABC

Good written communication results when you say exactly what you want to say using an appropriate tone. Your message must meet these essential specifications:

- | | |
|----------|------------------------------|
| Accurate | Check facts carefully |
| | Include all relevant details |
| | Proofread thoroughly |
| Brief | Keep sentences short |
| | Use simple expressions |
| | Use non-technical language |



Clear Use plain, simple English
 Write in an easy, natural style
 Avoid formality or familiarity

2. Be courteous and considerate

Courtesy does not mean using old-fashioned expressions like 'your kind consideration' or 'your esteemed order'. It means showing consideration for your correspondent and being empathetic- that means showing respect for your reader's feelings. Writing in a courteous style enables a request to be refused without killing all hope of future business. It allows a refusal to be made without ruining a friendship. Courtesy also means:

- Reply promptly to all communications- answer on the same day if possible.
- If you cannot answer immediately, write a brief note and explain why. This will create goodwill.
- Understand and respect the recipient's point of view.
- Resist the temptation to reply as if your correspondent is wrong.
- If you feel some comments are unfair, be tactful and try not to cause offence.
- Resist the temptation to reply to an offensive letter in a similar tone. Instead, answer courteously and do not lower your dignity.

3. Remember the KISS principle

Business people today have many documents to read. A message that is direct and straight to the point- while retaining courtesy- will be appreciate. As you work on developing your writing ability, you should constantly practice your KISSing skills. KISS stands for:

Keep / It / Short and / Simple

KISS means instead of long or complex words, use short ones, e.g.

<u>Instead of</u>	<u>Say</u>
Commence	start
Regarding	about
Purchase	buy





Utilize	use
Require	need
Endeavour, attempt	try
Terminate	end
State	say
Expedite	hurry, speed up
Advise, inform	tell
Visualize	see
Dispatch	send
Assist	help
Sufficient	enough
Kindly	please

KISS also means instead of long phrases, use one word where appropriate, e.g.

<u>Instead of</u>	<u>Say</u>
I should be glad if you would	please
In spite of the fact that	despite
With regard to	about
At the present moment in time	now
Conduct an investigation	investigate
In view of the fact that	as...because
In the event that	if
In the very near future	soon
At a later date	later
We would like to ask you to	please

You can meet the KISS objectives by using sentences that contain 7~20 words.

(TIP): If you include stuffy formalities in your business writing, you will obscure the meaning and make sentences intolerably long. The reader will end up searching for the real meaning in your haystack or rhetoric.

4. Be consistent

Consistency is not only important in the way your message is presented, it is important within the message itself.

<u>Instead of</u>	<u>Say</u>
--------------------------	-------------------

The people attending will be John Wilson, G Turner, Mandy Harrison and Bob from Sales.	The people attending the next committee meeting will be John Wilson, Gloria Turner, Mandy Harrison and Bob Turner.
--	--

I confirm my reservation of a single Room on 16/7 and a double room on 17 Oct.	I confirm my reservation of a single room on 16 July and a double room on 17 October.
--	---

5. Use active not passive voice

‘Voice’ is a grammatical term that refers to whether the subject of the sentence is acting or receiving the action. Using active voice can considerably improve your writing style. Active voice makes your writing more interesting, livelier and more ... well, active!

Check out these two examples of a similar message:

Active voice: Tim played the violin.

Passive voice: The violin was played by Tim.

(TIP): To help you to tell when a sentence is passive:

- Watch for sentences that start with the action rather than the actor.
Sentences that start with the action are often passive.