

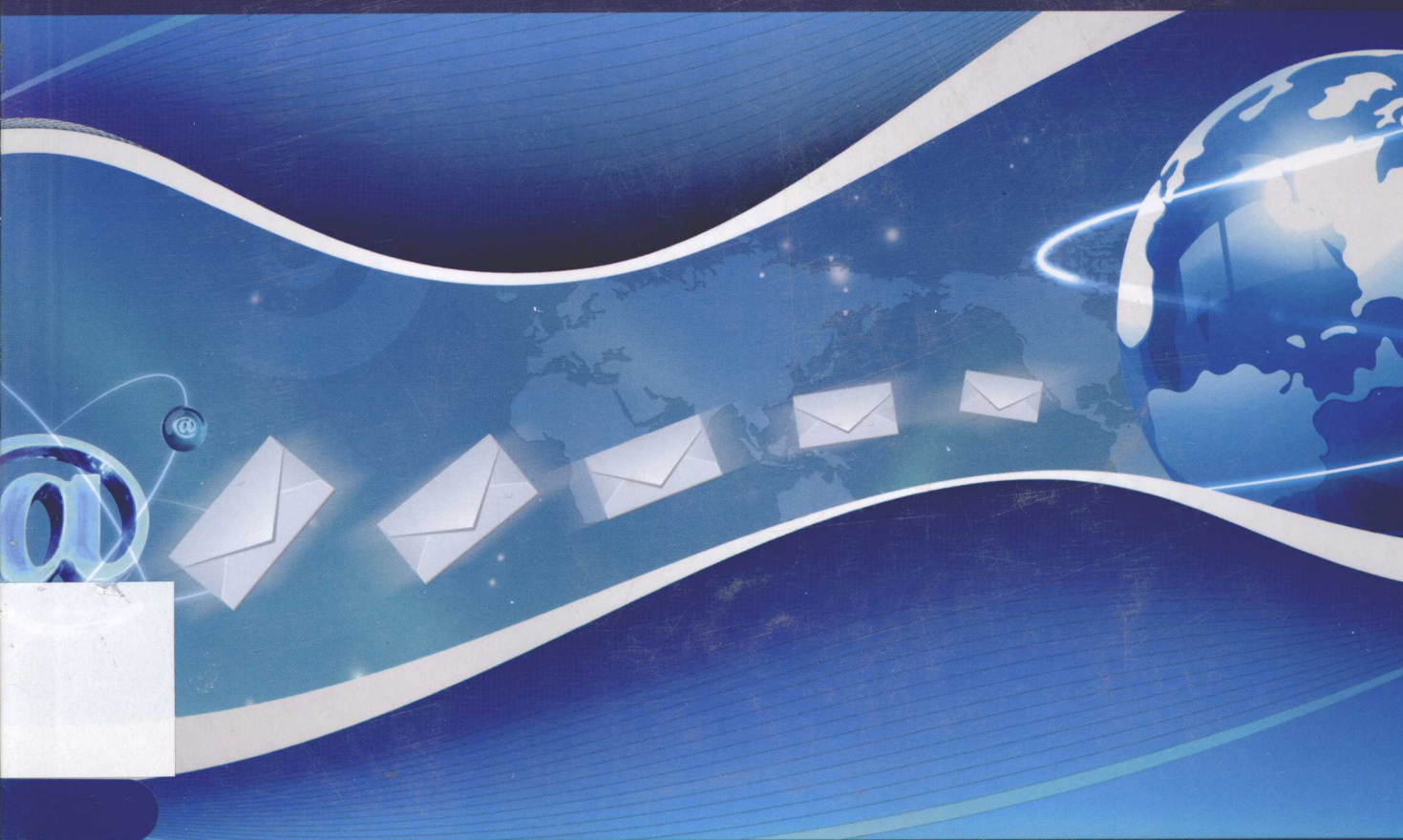


浙江省重点教材建设项目
新编国际商务英语系列教材

新编商务英语函电教程

Business English Correspondence

主 编 管春林 章汝雯
副主编 阮绩智 李 乐
曹 霞 沈永年



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内 容 简 介

全书共16章,大致可分为两部分,第1、2章为商务函电写作的基本知识,其余14章围绕对外贸易的各主要环节组织内容,分别包括建立业务关系、询盘与答复、报盘与还盘、推销、订单及履行订单、支付、包装及唛头、交货及售后服务、装船、货物保险、代理、投诉与处理、服务贸易、其他常用商务信函等内容。

本书选材范围广,内容丰富,语言规范,条理清晰,重点突出,并配有明晰的概括和总结。

本书可供高等院校英语专业、经贸专业、商务英语专业、工商管理专业、金融专业的学生作为外贸英语写作教材使用,也可用作涉外经贸人员的案头工具书,同时对于国际商务人员和具有一定英语基础并有志于国际商务工作的人员也是一本颇具实用性的参考书。

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前言

近几年来,有关商务英语的教材出版得越来越多。在各种商务英语教材中,商务函电教材可谓是品种繁多。这说明,商务函电在商务英语的课程体系中占据着重要的位置。事实上,在国际商务人员必须具备的诸多技能中,商务函电写作可以说是最重要的一项技能,因为随着当今信息传输技术的飞速发展,书面信息的传递已显得越来越重要。此外,善于进行书面沟通不仅有利于公司业务的增长,而且对于树立企业形象也具有重要的意义。

《新编商务英语函电教程》就是为顺应这一形势发展的需要,同时也为满足高校英语、外贸、商务英语、金融等专业学生的学习需求而精心编写的。本书从当前外贸业务的实际需求出发,按照外贸业务的各个环节编写而成。与国内同类教材相比,本书主要具有以下几方面的特点。

(1) 选材广泛,内容丰富。为适应当前国际商务发展的需要,本书在选择样板信件时,既考虑到了英国商务函电的风格,同时也考虑到了美国商务函电的特点,同时也适当照顾到目前商务函电出现的新变化,因此本书所选择的样板信件无论是内容、风格、结构、措辞等均具有广泛的代表性。本书的内容除包括外贸流程的主要环节外,还加上了大多教材不做重点讨论的包装、唛头、交货、售后服务等方面的内容,并增加了服务贸易方面的信件及求职简历等内容,以提高学生多方面的商务写作能力。

(2) 重视写作能力与英语水平的共同提高。为了加深学生对商务英语写作的了解和熟练掌握,本书不仅介绍了商务英语写作所要遵循的一般原则及技巧,还对每一类具体商务信函的组织结构及写作技巧作了详细的阐述。另外,本书的主要内容全部用英文编写,这主要是考虑到两个方面:一是目前的大学生大多在入学前已有多年的英语学习经历,英语水平普遍较高;二是希望通过这样的安排培养学生直接用英语进行思维的习惯,提高他们对英语的实际应用能力。

(3) 重视读与写的结合。我们认为,要学会书写成功的商务信函,首先要学会欣赏成功的商务信函,因此我们在每章的“Model Letters”前首先提出问题,这些问题大多启发和引导学习者去寻找信中的成功之处;同时,在每章的“Sample Letters”前,我们则给出简单的点评,以帮助学生领会这些信件的优点和长处,从而使学生尽快掌握写作的技巧。

(4) 结构清晰,使用方便。全书共16章,去除期中期末复习,每周可以安排一章。本书除第1、2章外,其余各章的内容安排完全相同,这给教师的教和学生的学提供了方便。本书的第3~16章,每一章提供专题简介、经典信件分析、信函组织原则、写作技巧、难点解释、实用句型、写作小贴士、练习等,使学生对需要掌握的学习内容一目了然。

(5) 把样板信件分为两个层次,便于教学。样板信中的“Model Letters”一般是被认为比较标准的信件,在该章的同类信件中具有代表性,因此需要教师做详细的分析,而“Sample Letters”则是相对不标准的信件,即是与该体裁的常规结构有一定出入的信件。这样编排的目的是要让学习者首先认识这一体裁的常规结构和内容安排,然后再认识这一体裁的变体,从而达到循序渐进学好该类信件的目的。

(6) 增加了有关国际服务贸易的内容。在当今时代,服务贸易在整个国际贸易中的重要性日益突出,围绕服务贸易的信函也在不断增加,了解和学习服务贸易领域中外贸函电的写作也变得日益重要,因此本书编入这方面的内容,以期引起必要的重视。但由于服务贸易涉及面相当广泛,然而限于篇幅,本书在这方面的内容还显单薄。

在信件体例的安排上，本书正文中的样板信件采用目前普遍使用的齐头式（Block Style），而练习中的信函采用传统的缩进式（Indented Style），这样做的目的是要让学生对这两种信件的体例做重点掌握。

本书由管春林、章汝雯担任主编，阮绩智、李乐、曹霞、沈永年担任副主编。在本书的编写过程中，沈惠佳、王晨、吕丽盼、彭怀兰编写了部分内容，并参与了书稿的打印工作，陆娟红、朱荣荣、田希波做了部分校对工作。

本书可供高等院校英语、外贸、商务英语、工商管理、金融等专业的学生作为商务英语写作教材使用，也可供涉外经贸人员用作案头工具书，同时也可供国际商务人员和具有一定英语基础并有志于从事国际商务活动的人员用作自学参考书，还可作为各外贸公司的培训用书。

在编写过程中，编者参考了大量国内外有关的书籍和资料，在此谨向有关作者表示衷心的感谢。由于时间仓促和编者水平有限等原因，书中难免存在不妥之处，敬请广大读者批评指正。

编 者
2013 年 9 月

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Chapter

1

The Basics of Business Letter Writing

Your goals for this chapter are to understand:

- ☒ why we need to learn business letter writing;
- ☒ what changes are taking place in business letters;
- ☒ what are the essential qualities of a good business letter;
- ☒ how to improve a business letter.

1.1 Lead-in

Before you begin your learning of this chapter, please discuss with your partner(s) about the following questions.

- (1) Why is it particularly important for an international trader to learn the skill of writing effective business letters?
- (2) Have you got any experience in reading or writing a Chinese business letter?

1.2 Why Is Business Letter Writing So Important?

The Internet, e-mail, express delivery, teleconferencing, and e-commerce have shrunk the world into a global village. Accordingly, it is no longer feasible to think of business in exclusively regional or even national terms. Many companies are multinational corporations with offices throughout the world. So communications among companies are getting increasingly important. There can't be any business activities taking place without messages being exchanged. But there are several ways in which a businessman can communicate with his business partners, for example, he can exchange messages on the telephone or in a face-to-face talk with them, why is the skill of business letter writing still essential in the modern world?

First, a business letter is a formal communication tool which you can adopt to meet many specific purposes. It provides a direct and effective means of communication on a wide range of topics and can help you to establish and maintain relationships with your customers, suppliers, partners etc.

Second, business letters can be filed and kept as formal and legal documents for later check or reference. What was earlier transmitted over the phone is now done by writing because messages exchanged on a telephone can not be retrieved easily.

Third, improvements in communication technology have also led to increases in writing. Nowadays, businessmen are prone to travel from place to place, they usually use laptops to send and receive e-mails.

Besides, there are some other factors which merit the importance of business letter writing. Written communications are cheaper than telephone calls and may sometimes be more effective, especially when they are delivered by e-mail or fax or express mail service. What's more, time zones make talking by phone difficult.

Therefore, effective writing has become central to success of a business and writing letters in English has become an important part of business professionals' daily work in companies of foreign concerns. If you want to have a successful business career, you have to be able to write business letters effectively because writing keeps business moving.

1.3 Changes in Business Letters

The business world has been increasing its pace of development. Companies, in order to keep pace with the quickly-changing business world and to seize the market opportunities, have to adapt their messaging systems. Traditional letters which are distributed by postmen, are now giving way to electronic or digital messages. Thus developments in communication technology have resulted in changes in the style of written business communications.

Business communications, in terms of the means for conveying the message, can be divided into traditional business letter (TBL), telephone, telex, telegraph, fax, e-mail etc. Now telexes and telegraphs are almost extinct. So this book will mainly deal with the writing of TBL, e-mail and fax, which are the three main means for written information exchange among businesses.

Computers and fax machines, which provide for us more convenient and more prompt communication channels, have not only changed our ways of communication, but also altered the styles of business letters, so we often say that changes are taking place in written business communications.

1.3.1 About Faxes

Fax originates from the word "facsimile", which means an exact copy of reproduction. So a fax is a duplicate of a message transmitted quickly and accurately on a fax machine. In comparison with letters and e-mails, a fax is more efficient, dependable and timesaving.

Sample Fax**KJ****Kee & Jee Co., Ltd**

34 Regent Street, London, ND6 7BK, UK
Tel: 44(0)20 9865 8888 Fax: 44(0)20 9865 8866

To: TIANJIN ELECTRIC CRANES IMPORT & EXPORT CORPORATION**Attn:** MR Wills ZHANG**Fax No:** 0086-22-8666 6666**From:** Jonathan Wilson**Date:** 16 July, 2011**Subject:** Inquiry about your XP-2012A**No. of Pages:** 1

Dear Sir,

We are an importer of electric cranes. We learned from Mr. Hutchinson that your new Model XP-2012A is much more efficient than XP-2012B, and their prices are the same.

We wish to place a trial order for five sets of XP-2012A, so please send us the necessary information such as the specifications, prices etc. If your quotation is competitive and delivery date reasonable, large orders will follow. Right now, there is a heavy demand for this type of cranes.

We expect your early reply.

Yours sincerely,

Jonathan Wilson
Jonathan Wilson

There is no unified format for faxes. It depends mainly on a company's preference or the software used to generate the faxes. However, there are still certain practical considerations which may affect some aspects of the layout, such as the need to know how many pages are being sent and the need to specify the sender's and the recipient's fax numbers in case of failed transmission. The format of a fax tends to be clear and simple and the style of the language used in a fax may be comparatively free. It can be formal, informal or neutral depending on the subject and the relationship between the sender and the recipient. In faxes, many highlighting devices such as underlining, bold typing, italicizing can be identified. Some use a combination of these various devices so that the reader won't miss any important points.

Fax also has its disadvantages like poor security and inconvenience in editing. Its recipient frequently

has to turn the hardcopy fax back into electronic form for editing purpose. Faxes are also expensive compared with e-mails and are not quick enough when the line is busy.

1.3.2 About E-mails

E-mail is the short form for “electronic mail”. It is a modern means of telecommunication depending on the service provided by the Internet. E-mail is relatively low in cost, and does not require a trained operator. It is also fast, relatively reliable, and messages can be sent or picked up anywhere in the world and anytime in a day. It can be kept permanently in the mailbox. This can be particularly advantageous for users who are communicating across international time zones. So e-mail is now the most popular way of written communication and is taking the place of faxes and TBLs gradually.

Sample E-mail

From: Cathrine
To: Susie Huang
Cc: jessie.long@ligumark.com
Sent: Thursday, June 06, 2011 12:29 PM
Subject: Fabric export business

Dear Susie,

I hv reviewed yr swatches, found you are missing cotton mesh fabric. Pls note the mesh fabric is not the one you mentioned, it should be 100% cotton mesh, with small holes on the fabrics, you should know that. Pls adv when you can send to me, thks.

Best Rgds,
Cathrine

The style of language used in e-mail is usually natural and less formal, or rather, conversational. Some abbreviations may appear in some e-mails. The following are some commonly-used abbreviations and their full forms.

Abbreviations	Full forms
AAMOF	as a matter of fact
AFAIK	as far as I know
brb:	I'll be right back.
btw:	by the way
CUL	See you later
cu2morrow:	See you tomorrow.

continued

Abbreviations	Full forms
duwnt2goout2nite:	Do you want to go out tonight?
fanx4urelp:	Thanks for your help.
FYI	for your information
gr8	great
IAC	in any case
IKWUM	I know what you mean.
imho	in my humble opinion
lol	laughing out loud
mte	my thoughts exactly
oic	Oh, I see.
OTOH	on the other hand
TIA	thanks in advance
2L8	too late

There may be many possible explanations for the informality of e-mails. First, most traditional business letters are written by secretaries who have received professional training in business letter writing while e-mails are mostly written by the senders themselves. Secondly, the time taken to create an e-mail message is typically considerably less than writing a business letter. What most e-mail writers concern about is the meaning they convey but not the form in which they are conveyed, so they don't have much time to plan and revise their writing. The last possible explanation for this phenomenon may be that some speech-like sentences have the advantages of making the letter more personal, practical and effective.

E-mail also has some perceived deficiencies like no service level guarantees and the lack of a robust, practical and universally-agreed security framework. Another deficiency of e-mail is that it may transmit viruses.

1.3.3 A Comparison among TBL, Fax and E-mail

With the availability of more medium choices for delivering messages, we need to be aware of the appropriateness for each of them. In order to have a clearer idea about the advantages and disadvantages of TBLs, faxes and e-mails, let's make a comparison among these three types of written communications.

	TBL	Fax	E-mail
Letter head	Printed letter-head with address, Tel No. etc.	Usually with a letter head	No letter head needed
Receiver's address and Tel No.	Usually printed on left-hand side, against the margin	Usually without receiver's address	E-mail address appear at the top, on left-hand side
Date	Date printed on right hand side	Generated automatically by the fax machine	Generated automatically by the computer
Tel/Fax No.	Tel/Fax No. printed	Tel/Fax No. printed	Usually none

continued

	TBL	Fax	E-mail
Ref No.	Ref. No. included, sometimes receiver's Ref. No. quoted	Ref. No. included, sometimes receiver's Ref. No. quoted	Usually no Ref. No. included
Subject	Usually having a subject	Usually having a subject	Always having a subject
Salutation	Formal salutation	Salutation needed, but not as formal as in TBL	Personal greetings may be used
Confidentiality	Confidentiality/non-confidentiality shown on envelope or letter	Less confidential than TBL, but more than e-mail	Not open to all, password needed
Language	More formal	Between TBL and e-mail	More oral and personal
Complimentary Close	Exquisitely used	Exquisitely used	Usual ending, casually used
PS/Note	PS/Note may be included	PS/Note may be included	PS/Note may be included
Signature	Formal signature	Formal signature	Usually no signature, or scanned signature included
Job Status of Writer	Sometimes stated	Usually stated	Previously formatted

As can be seen from the above table, each method of communication has both its advantages and disadvantages. Letters are seen to be formal and e-mails informal, with faxes somewhere in between. So most companies may use them selectively. First contacts are usually made through more formal postal letters or faxes, whereas e-mails are used for follow-up contacts. But there are also some exceptions. The proportion of fax and e-mail varies depending on the size of a company, requirements of customers and the importance of documents. Besides, the choice of medium depends on other underlying reasons. They can be time limit, convenience or communicative purposes. Under pressure of time, faxes and e-mails can be the right choices.

1.3.4 Why Do We Still Need to Learn TBL Writing?

Business correspondence has undergone significant changes in form and style with the rapid development of communication technology, then is it still necessary for us to learn how to compose TBLs?

The answer is positive for the following reasons: First, the main principles for the composition of a TBL are still applicable in the writing of an e-mail or a fax. Some basic rules relevant to TBLs such as good grammar, clarity and brevity are also the basic requirements for the writing of e-mails and faxes. So we can still adopt some basic rules relevant to TBLs in our teaching of e-mail and fax writing.

Secondly, as far as the communicative purposes are concerned, letters are appropriate for confidential messages, whereas faxes and e-mails are suitable for ordinary messages, such as making requests and supplying information. Furthermore, since the appearance of courier services, postal service has regained its momentum in delivering samples, greeting cards, advertisements, invoices, documents and invitations for meetings etc.

Thirdly, every business, whether large or small, has to appeal to diverse international markets to be competitive. These international readers will have varying degrees of proficiency in English and different

preference for transmission media. So you will have to adapt your writing to respect their language needs and communication protocols.

Fourth, e-mails and faxes may display some informality, but we EFL teachers are still charged with the responsibilities to teach widely acceptable English to our learners.

Fifth, business e-mails and faxes have their disadvantages such as no service level guarantees and the lack of confidentiality. That's why we sometimes still need to send a message via a TBL although they are getting less commonly-used in our present business life.

1.4 The Essential Qualities of a Good Business Letter

A business letter can be seen as an advert for a company. If the letter is clear and concise, the firm seems well-organized and competent, so a good message can portray a professional outfit, while a bad message can result in unwanted publicity and customer dissatisfaction, which can ultimately lead to lost business.

Different book-writers suggest different criteria for a good business letter, for example, some set forth the "ABC" principle, which stands for Accurate, Brief and Clear. There are also some others who put forward the seven "Cs", i.e. completeness, concreteness, clarity, conciseness, courteousness, considerateness and correctness. These writing principles are now widely accepted for a good business letter.

1.4.1 Completeness

Completeness means that the letter ought to provide all the necessary information for a specific issue to help the reader to understand the purpose of the letter. If any necessary piece of information is lacking, the reader will have to ask you for clarification, which means that you will have to write another letter. It will not only waste time, energy and money, but also damage the image of your company. So whenever you have finished a letter, check it to see whether all the necessary information has been included.

1.4.2 Concreteness

Concreteness means being specific, definite and vivid rather than vague, general and abstract. To achieve such a purpose, you should try to use specific facts, figures, time and active verbs to stress concreteness.

In the following two examples, the earlier message leaves something unstated and indefinite while the second gives all the necessary details.

Poor: The goods you ordered will be arriving soon.

Better: The goods under your order No.0890 for silk pajamas were shipped this morning and will reach you in about 25 days.

1.4.3 Clarity

Clarity means that the letter is written in such a clear and plain way that it cannot be misunderstood. If your letter is ambiguous and confusing, it might bring trouble to yourself as well as your reader. So it is quite important for the writer to use accurate words and simple sentences where appropriate. It is advised not to use such words as *instant* (this month), *ultimo* (last month) or *proximo* (next month).

Please compare the following sentences. In the following example, because the word “bimonthly” has two meanings, one of which being “twice a month” and the other of which being “once every two months”, the use of this word may make the letter confusing.

Poor: As to the steamer sailing from Ningbo to New York, we have bimonthly direct services.

Better: We have a direct sailing from Ningbo to New York every two months.

Better: We have two direct sailings every month from Ningbo to New York.

Besides, clarity also means that while presenting an idea, you need to follow a clear logic. A casual layout of the information may also turn your letter into a confusing and unsuccessful one.

1.4.4 Conciseness

Conciseness means to express a message in the fewest possible words without sacrificing completeness and courtesy. To achieve this end, you should avoid wordy expressions and redundancies, use short sentences instead of long ones, and compose your message carefully. Let's compare the following sentences to see what conciseness exactly means.

Poor: In compliance with your request, we immediately contacted our head office in London and now wish to inform you of the result as follows.

Better: As requested we immediately contacted our head office in London with the following result.

The first sentence is a failure because it is much lengthier but it conveys no more information than the second one.

1.4.5 Courteousness

Courteousness not only means using some polite words but also shows the writer's enthusiasm, consideration and friendliness. While writing business letters, you should bear in mind the effect of your words and actions upon the receiver. If you put yourself in the reader's shoes, consider their needs, problems and emotions, your letter would most probably be courteous.

Poor: You are requested to ship the goods we ordered on July 7 without any delay.

Better: Your prompt shipment of the goods we ordered on July 7 will be highly appreciated.

Besides the above points, courteousness also means punctuality. In business correspondence, punctuality is usually stressed as an important aspect of courtesy. A prompt letter is always more valued than a delayed one.

1.4.6 Considerateness

Considerateness means you should be considerate of your reader. It emphasizes “you-attitude” rather than “we-attitude”. When writing a letter, you should keep in mind the reader's requests, needs, desires, as well as their feelings. If you cannot meet your customers' needs or requests, you should show your interest in and concern for their requests, use positive sentences instead of using negative ones, and stress what you can do, but don't stress what you cannot do. Look at the following examples to see how you can show your considerateness.

Poor: Your order will be delayed for three weeks.

Better: Your order will be shipped in three weeks.

They convey the same information, but the latter sentence does it from a positive perspective, so it is more considerate.

1.4.7 Correctness

Correctness means that the writer must make every effort to ensure that the letter is correct in style, language and typing.

Firstly, a business letter should be linguistically correct. Correct grammar, punctuation and spelling will give your letter a good appearance. Secondly, when you are giving information regarding date, specification, price, quantity, discount, commission etc., you should be particularly careful. A minor mistake in these respects sometimes may mean a big loss. Thirdly, the letter should be written in an appropriate style and format.

To sum up, in a business letter, your aim should be to ensure a high standard in all important areas: layout, medium-related protocols and structural frames, grammar, spelling, and punctuation. Attention and care given to these details will help you create and enhance the goodwill towards yourself and the company you represent.

1.5 How to Make Your Business Letter Work?

1.5.1 Choice of Words

When we are clear about how a good business letter should be like, the next thing we should consider is how to improve our writing to make it close or up to the standard. To make our letter work, we must select words carefully to convey a clear message.

First, please always remember to use clear words to avoid ambiguity. Ambiguity means using words having more than one meaning and may be misunderstood. Secondly, you should also try to avoid cliché, colloquialism, slang and commercial jargon. Constant use of cliché may produce staleness in writing and speech. Colloquialism, which is proper in speech, is not suitable in formal writing like business letters because it may give the impression of informality, laziness and slackness. Slang is used in some special sense by a class or a special trade or profession. The use of slang may weaken the language. Commercial jargons are technical words or expressions familiar only to those working in the commercial field.

Jargons and Clichés	Ordinary Expressions
a draft in the amount of 500 USD	a draft for 500 USD
as per, in accordance with	according to
at this time	now
at your earliest convenience	as soon as possible
awaiting the favor of your early response	looking forward to hearing from you
cheque to cover 50 pounds	cheque for 50 pounds
in advance of, prior to	before
I would like to take this opportunity to	(delete it)

continued

Jargons and Clichés	Ordinary Expressions
make an inquiry regarding	inquire
pursuant to your request	as you requested in your letter
please be good enough to advise us ...	please advise us
under separate cover	separately
we beg to thank you	thank you
we wish to acknowledge receipt of	we have received ...

Thirdly, always remember to use positive words instead of negative words. For example:

Poor: Your negligence in this matter caused the damage to the shipment.

Better: If you had taken proper care of the shipment, there would have been no damage.

Fourth, you should select small and short words instead of big and long-winded words for your letter to avoid redundancy, as redundancy is against the principle of brevity. A comparison of the pairs of words in the following table shows clearly that the brief expressions are better and much easier to understand.

Wordy Expressions	Brief Expressions
at a later date	later
at the present time	now
avail oneself of/utilize	use
in a manner similar to	like
inasmuch as	as
inform me of the reason	tell me why
in the course of	during
are of the opinion that	believe that
arrive at the conclusion	conclude
on the event that	if
duplicate	copy
finalize	finish
Would you be so kind	Please
I would like to take this opportunity to ...	Don't use this at all. Start with your sentence like "Thank you for ..."
acknowledge receipt of	Thank you for
enclosed please find	enclosed, here
be in receipt of	have received
kindly	please

1.5.2 Choose Simple and Clear Sentences

While selecting sentences for your letter, remember to follow the following points.

(1) Try not to use out-of-date sentences like “Would you be so kind as to ...”, “Under separate cover please find ...” and “I am looking forward to hearing from you”. These old sentences may show that you are old fashioned.

(2) Never push your recipient to do something. Sentences like “I am looking forward to your favorable reply” are pushy and should not be used.

(3) Use direct questions to give your letter more impact. In the following two examples, the latter is clearer and more direct than the first one.

Poor: We'll appreciate your advising us if you want to continue this account or transfer it.

Better: Do you want to continue your account or transfer it?

(4) Always prefer the active to the passive voice and use personal references to personalize the letter. Compare the following two sentences, and you will see that the second one is more natural.

Poor: Your contact information has been changed in our records.

Better: We have changed your contact information in our records.

1.6 Writing Tips

In this section, you can find some rules applicable in business letter writing. They are introduced in some books about business writing. Discuss with your partner and try to add some more rules to the list.

- (1) Give your letter a heading if it can help to attract the reader's attention.
- (2) Decide what you are going to say before you start to write or dictate a letter. In other words, you should always plan before you settle down to writing.
- (3) You should answer all the questions relevant to your audience: Who? What? When? Where? Why? How? Use the “5W+H” formula to try to anticipate any questions your readers might ask.
- (4) Always use short, simple sentences and short words that everyone can understand.
- (5) Adopt a plain writing style. In writing, plainness is beautiful. It will save your time, the reader's time, and your company's money.
- (6) Put each separate idea in a separate paragraph. Number each of the paragraphs if it will help the reader to understand better.
- (7) Think about your reader. Your reader can understand better if your letter is clear, complete, concise, courteous, and correct.
- (8) Pay special attention to names, titles, and genders. If you're not positive about the spelling of someone's name, their job title, or their gender, you can check with someone who does know.
- (9) Write once, check twice. Proofread immediately after you have finished writing. Remember that mistakes in business are costly because people may judge you from those mistakes.