



全国高职高专**专业英语**规划教材

# Business Writing in English

# 商务英语写作

李细平 编著



赠送  
电子课件

清华大学出版社

全国高职高专专业英语规划教材

**Business Writing in English**

# 商务英语写作

李细平 编 著

清华大学出版社  
北京

## 内 容 简 介

本书共分为 18 章。第 1~2 章主要介绍了商务英语文书写作应遵循的原则和常用写作技巧,力求使读者认识商务英语文书的整体特色;第 3~18 章立足于提高读者商务文书的表达能力,较详尽地介绍了常用商务文书类型、格式、写作技巧及其习惯表达。基本囊括现代涉外公司(企业)最常用的商务文书的格式、方法和参考范例,如行政文书、事务文书、经贸文书等,并涉及通知、启事、海报、便条、票据、备忘录、会议议程、会议记录、产品介绍、证明、证书、贺卡、名片、请帖、招标书、投标书、合同、商务报告、商务建议书、致辞和商务书信格式等内容。

本书封面贴有清华大学出版社防伪标签,无标签者不得销售。  
版权所有,侵权必究。侵权举报电话:010-62782989 13701121933

### 图书在版编目(CIP)数据

商务英语写作/李细平编著. —北京:清华大学出版社,2012.3

ISBN 978-7-302-27947-1

I. ①商… II. ①李… III. ①商务—英语—写作 IV. ①H315

中国版本图书馆 CIP 数据核字(2012)第 011202 号

责任编辑:桑任松

封面设计:山鹰工作室

责任校对:李玉萍

责任印制:张雪娇

出版发行:清华大学出版社

网 址: <http://www.tup.com.cn>, <http://www.wqbook.com>

地 址:北京清华大学学研大厦 A 座 邮 编:100084

社总机:010-62770175 邮 购:010-62786544

投稿与读者服务:010-62776969, [c-service@tup.tsinghua.edu.cn](mailto:c-service@tup.tsinghua.edu.cn)

质量反馈:010-62772015, [zhiliang@tup.tsinghua.edu.cn](mailto:zhiliang@tup.tsinghua.edu.cn)

课 件 下 载: <http://www.tup.com.cn>, 010-62791865

印 刷 者:清华大学印刷厂

装 订 者:三河市新茂装订有限公司

经 销:全国新华书店

开 本:185mm×260mm 印 张:21.75 字 数:524 千字

版 次:2012 年 3 月第 1 版 印 次:2012 年 3 月第 1 次印刷

印 数:1~4000

定 价:39.00 元

# 前 言

随着世界经济一体化的迅速发展以及国际商务活动的日趋频繁，承载着书面交际沟通任务的商务英语文书的运用越来越重要。

本书是国家教育部英语教指委和湖南省省级立项精品课程《外贸业务英语》建设项目成果，是笔者根据自己多年教授《商务英语写作》的教学实践，参考国内外有关最新国际商务理论与案例，结合我国的具体国情精心编写而成。本书在出版前曾在我院商务英语专业和国际贸易专业中试用三年，也被用作国际商务英语考试备考培训教材，内容经多次精选和修改，是一本具有实践性强、易模仿、重归纳的教材。具体来说，本书有以下特点。

一、在内容安排上，突出了实用性、经典性、现代性和坡度性

本书旨在培养读者进行国际商务信息处理和综合分析能力；提高读者的书面表达能力；培养读者的当代商务理念及商务写作技能；提供较全面标准的商务写作范例；为不同写作水平的商务人士提供商务写作参考。因此本书在内容方面的定位是“除进出口业务往来信函之外的其他的实用应用文”。

**内容编排的实用性：**本书内容丰富、涵盖面广，基本囊括现代涉外公司(企业)最常用的商务文书的格式、方法和参考范例，如：行政文书、事务文书、经贸文书等，涉及通知、启事、会议议程、会议记录、备忘录、海报、报告、便条、票据、贺卡、名片、请帖、证明、证书、商务建议书、招标、投标书、合同、产品介绍、致辞、商务书信格式和商务英语写作基础知识等内容，因此本书是岗位应用的范例，日常商务写作的工具书。

**范例研究的经典性：**书中提供了大量国内外的典型案例，给读者提供最新的学习资料和参考信息，书中个案与资料大多是被实践证明了的经典范例，具有典型性、代表性，便于读者举一反三、触类旁通。本书不是机械地照本宣科，而是取其精华，融会贯通；本书不是商务文案写作通用的法则，而是适合商务文案写作借鉴的模板。

**编著内容的现代性：**本书编入各种现代商务活动的真实材料，范文多选自真实的商务实践和原书刊及较有影响的企业网站(根据情况有少量修改和调整)，时代气息浓郁。便于读者熟悉当代商务理念和国际商务惯例，提高英语文书能力和基本素养。

**章节编排的坡度性：**本书按照从易到难、从简到繁、从一般到特殊的原则循序渐进组织内容、编排有序、条理清晰，符合读者的认知规律。

二、在编写体例上，遵循了从个案到范式再到实际应用的规律，便于读者模仿和进行知识建构

本书采用认知理论和建构主义为指导进行整体编排，每章体例基本固定，都由“案例分析”导入到“知识归纳”，然后提炼“文案范式”，再佐以“各种案例”，并马上继以“实际运用操练”加以强化。目的是使读者运用所学的知识在进行初步的分析、综合、比较、分类后，达到将知识、技能抽象概括化和具体化，并能在实践中灵活运用，提高读者分析问题、解决问题的能力。本书各类文案基本框架清晰、案例翔实、理论精简、实践突



## 商务英语写作

出、深入浅出、通俗易懂，整个学习过程设计科学，符合从个案到范式再到实际应用的认知规律和思维特点，容易激发读者的学习兴趣，便于读者迅速系统自主归纳、总结进而建构文案格式、写作要点、注意事项等知识与技能。

在编写过程中，作者参阅和吸收了有关著作和资料，在此向有关作者深表谢意。由于水平和时间有限，书中难免有疏漏和错误之处，请广大专家和读者批评指正。

编者



# 目 录

Chapter 1	General Principles of Business Writing	1
	Courtesy	1
	Conciseness	2
	Clarity	2
	Completeness	3
	Correctness	3
	Concreteness	4
	Consideration	4
	Exercises	5
Chapter 2	Skills of Business English Writing	7
	Selecting words	7
	Developing effective sentences	11
	Effective paragraph development	14
	Other skills	15
	Exercises	18
Chapter 3	Notice	21
	【Sample Analysis】	21
	【Knowledge Induction】	22
	I. The use and feature of a notice	22
	II. The types of notices	22
	III. The format of a notice	23
	IV. The format of notice	23
	V. The format of notices	25
	【Skill Training Task】	29
Chapter 4	Poster	31
	【Sample Analysis】	31
	【Knowledge Induction】	33
	I. The use and feature of a poster	33
	II. The format of a poster	33
	【Skill Training Task】	41

Chapter 5	Notes and Bills.....	43
	<b>【Sample Analysis】</b> .....	43
	<b>【Knowledge Induction】</b> .....	44
	I. Notes.....	44
	II. Bills .....	47
	<b>【Skill Training Task】</b> .....	50
Chapter 6	Memorandum.....	51
	<b>【Sample Analysis】</b> .....	51
	<b>【Knowledge Induction】</b> .....	53
	I. The use and feature of memos .....	53
	II. The format of memos .....	53
	<b>【Skill Training Task】</b> .....	60
Chapter 7	Agenda .....	63
	<b>【Sample】</b> .....	63
	<b>【Knowledge Induction】</b> .....	64
	I. The use of agenda .....	64
	II. The format of agenda.....	64
	<b>【Skill Training Task】</b> .....	74
Chapter 8	The Minutes of a Meeting .....	77
	<b>【Sample】</b> .....	77
	<b>【Knowledge Induction】</b> .....	82
	I. The use and requirements of minutes of a meeting.....	82
	II. The format of minutes of a meeting.....	83
	<b>【Examples of Different Types of the Minutes of the Meeting】</b> .....	84
	<b>【Skill Training Task】</b> .....	91
Chapter 9	Product's Instruction.....	95
	<b>【Sample Analysis】</b> .....	95
	<b>【Knowledge Induction】</b> .....	98
	I. The use and feature of a product's instruction .....	98
	II. The content of an instruction .....	99
	<b>【Skill Training Task】</b> .....	103
Chapter 10	Certificate.....	105
	<b>【Sample Analysis】</b> .....	105



<b>【Knowledge Induction】</b> .....	106
I. The basic knowledge of certificate.....	106
II. The format of certificate .....	106
<b>【Skill Training Task】</b> .....	114
Chapter 11 Cards .....	117
<b>【Sample Analysis】</b> .....	117
<b>【Knowledge Induction】</b> .....	118
I. The format and sample of invitation cards.....	118
II. The format and sample of congratulation/greeting cards.....	120
III. The format and sample of business cards .....	121
<b>【Skill Training Task】</b> .....	125
Chapter 12 Invitation for Bids and Pre-qualification.....	127
<b>【Sample Analysis】</b> .....	127
<b>【Knowledge Induction】</b> .....	130
I. The use of invitation for bids and pre-qualification .....	130
II. The format of invitation for bids and pre-qualification .....	130
<b>【Skill Training Task】</b> .....	142
Chapter 13 Bidding Forms.....	145
<b>【Sample Analysis】</b> .....	145
<b>【Knowledge Induction】</b> .....	147
I. The use of a bid.....	147
II. The content of the form of bid.....	147
III. The Format of Form of Bid .....	148
<b>【Skill Training Task】</b> .....	157
Chapter 14 Contract.....	159
<b>【Sample Analysis】</b> .....	159
<b>【Knowledge Induction】</b> .....	162
I. The use of contracts .....	162
II. The format of contracts.....	163
III. Types of contracts .....	164
<b>【Skill Training Task】</b> .....	172
Chapter 15 Business Reports.....	175
<b>【Sample Analysis】</b> .....	175
<b>【Knowledge Induction】</b> .....	176



I. The use and category of a business report.....	176
II. The format of different business reports.....	177
【Skill Training Task】 .....	187
<b>Chapter 16 Business Proposals .....</b>	<b>191</b>
【Sample Analysis】 .....	191
【Knowledge Induction】 .....	193
I. The use and category of a business proposals.....	193
II. The format of different business proposals.....	193
【Skill Training Task】 .....	206
<b>Chapter 17 Speech .....</b>	<b>209</b>
【Sample Analysis】 .....	209
【Knowledge Induction】 .....	211
I. The use and feature of speech .....	211
II. The format of speech .....	211
Examples of Different Types of speech .....	212
【Skill Training Task】 .....	220
<b>Chapter 18 The Layout of a Business Letter .....</b>	<b>223</b>
【Sample Analysis】 .....	223
【Knowledge Induction】 .....	225
I. The structure of a business letter.....	225
II. The Format of a Business Letter.....	231
III. Envelop Addressing .....	235
【Skill Training Task】 .....	238
Appendix I Names of Common Companies、Enterprises and Stores.....	241
Appendix II Names of common positions and titles .....	247
Appendix III 2011年《财富》世界500强排行榜.....	255
Appendix IV 常见英文标点符号用法指南 .....	277
Appendix V Reference for tasks .....	285
Appendix VI 商务英语常用缩略语表 .....	305
参考书目.....	338
参考网站.....	340



# Chapter 1

---

## General Principles of Business Writing

Every business message is designed to achieve a specific business objective. Its success depends on what it says and to what extent it induces a favorable response from the reader. Broadly speaking, the functions of a business message may be said: 1) to inform, 2) to influence, and 3) to entertain. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. There are certain essential qualities of business messages, which can be summed up in the seven C s, i.e. 1) Courtesy, 2) Conciseness, 3) Clarity, 4) Completeness, 5) Correctness, 6) Concreteness, 7) Consideration. 每个商务文件都要达到特定的目的，成功与否取决于文件的内容和读者的反应。总的说来，商务文件的功能是：1)告知；2)说服；3)提议。商务写作应当避免语法错误和误解。商务写作要求具备七个C：礼貌、简洁、清晰、完整、正确、具体和周到。

### Courtesy

Courtesy plays an important role in business correspondence. So it is necessary to avoid hurting expression and you should select some polite and tactful words, such as would, could, may, please, thank you, etc. 礼貌在商务活动中扮演着重要角色，必须注意避免使用伤害性言辞，而应使用一些客气委婉的词语，如 would, could, may, please, thank you 等。

For example:

- 1) Thank you for your letter of March 4, 2003.
- 2) Please let us know at once if you need some other information.

Compare the following examples:

- 1) We allow you to get 20% discount.

**Better:** You can earn a discount of 20%.

2) We request early reply.

**Better:** We appreciate your early reply.

## Conciseness

Conciseness means to write the fewest useful words without losing essential elements. Effective writing is concise about each word, sentence, and paragraph. The elimination of wordy business jargon can help to make a letter cleaner and at the same time more concise. A letter can be made clearer, easier to read and more attractive to look at by careful paragraphing. A paragraph for each point is a good rule. 简洁是指使用精练的词句却不丧失写作基本要素。避免使用罗嗦的行话有助于信件表达的清晰和简明。段落的精心组织会使一封信读起来简单明了, 清晰易懂, 更吸引人。要遵循一个段落只讲一个问题的原则。

Compare the following examples:

1) We wish to acknowledge receipt of your letter dated August 15 with the check for U.S. \$ 5 000 enclosed and wish to thank you for same.

**Better:** We appreciate your letter of August 15 and the check for U.S. \$ 5000 you sent with it.

2) You may peruse the contract and find the solution.

**Better:** You may read the contract and find the solution.

3) Thank you for writing us for information about our new delivery service. We have been in business for six months, and already our customers are finding the service is dependable and economical. A brochure giving complete details about our service is enclosed. Please call us at 123-4567 should you have additional questions.

**Better:** A brochure giving complete details of our new delivery service is enclosed. Thank you for requesting this information. Should you have additional questions, please call us at 123-4567.

4) In regard to your letter of March 25, we cannot find a record of your order for rug shampoo. We are very sorry. We have searched all of our files to no avail. Would you please send us a copy of your original order? And when we receive it, we'll rush it to you by special delivery. Again, we regret this error.

**Better:** As we are unable to find a record of your order for rug shampoo, would you please send us a copy of your original order? As soon as we receive it, we will rush the order to you by special delivery. We hope that this will be satisfactory.

## Clarity

Clarity tells the readers exactly what they want to know, using short, simple, familiar words and sentences rather than long, complex and difficult ones. 清晰是指使用简短、易懂的语句而



不是又长又复杂的语句来准确无误地传达信息。

Compare the following examples:

1) I am writing to apply for admission for sole agency of your company.

**Better:** I am writing to apply for admission for sole agency for a period of a one year for the household appliance of your company.

2) Today we shipped your order of April 15, and you should be receiving it next week, but since you are a new customer, I want you to know that we allow an additional discount of 3% if you make your payment within 16 days.

**Better:** Your order of April 15 was shipped today and should arrive next week. As a new customer, you will receive an additional 3% discount, for payment sent within 16 days.

3) I regret to report that a severe winter storm closed our factory and disrupted delivery of two critical components, making your shipment two weeks late, but we have now received all the necessary parts and our crew is working overtime to put production back on schedule.

**Better:** I am sorry to report that your shipment will be two weeks late. The winter storm that closed our factory also delayed delivery of two critical components. However, we now have all the necessary parts and expect to be back on schedule soon.

### Completeness

Business writing should include all the necessary information and data. A complex message may bring you hoped-for results, establishment of goodwill. On the contrary, an incomplete one may lead to increased communication costs, loss of valued customers, cost of returning goods, etc. Whether the business writing is complete or not, we may use 5 Ws to check, — Who, What, When, Where and Why or how. A message that concludes or can answer the five Ws may be regarded as a complete one. 商务写作应包括所有必需的信息资料，一条完整的信息能带给你所希望的结果，树立良好的信誉。相反，一条不完整的信息则可能导致沟通成本增加、重要客户的流失以及退货等。商务英语写作是否完备可以用五个 W 来进行检验——谁、什么事、什么时候、什么地点和为什么或怎么样。一条包含了五个 W 的信息才是完整的。

For example: I write concerning a sweater I purchased from your department store in Bedford Road, London, on Friday 4th June, 2001.

### Correctness

Correct grammar, punctuation and spelling are basically required in business writing. In addition, correctness means choosing the correct level of language, and using accurate information and data. 正确的语法、标点符号和拼写是商务英语写作的基本要求。此外，准确性是指选择恰当的语言和使用准确的信息资料。

Compare the following examples:

1) Anyone can learn to type.

**Better:** Any one of us can learn to type.

2) Everyone is practicing comparison shopping.

**Better:** Every one of us is practicing comparison shopping.

3) The L/C must reach us not later than 8 October for arranging shipment.

**Better:** The L/C must reach us for arranging shipment not later than 8 October.

4) They bought a bicycle in Beijing in a small shop which costs \$ 25.00.

**Better:** They bought a bicycle for \$ 25.00 in a small shop in Beijing.

5) He was warned not to drink water even in a restaurant which had not been boiled.

**Better:** He was warned not to drink water which had not been boiled even in a restaurant.

## Concreteness

Business writing should be vivid specifically and definite especially when you are requiring something. We should certainly manage to be concrete in business writing, but sometimes we conscientiously avoid some details for civilities. 商务英语写作要生动、具体、明确，特别是当你向对方提出要求时。在进行商务写作时我们应尽量具体，但有时我们出于礼貌而有意避免面面俱到。

Compare the following examples to see which one is more appropriate.

1) We wish to confirm our telegram yesterday.

**Better:** We confirm our telegram of March 29, 2003.

For business writing, it is better to make the dates and codes clear.

2) We have received with thanks your check. The amount has been placed to your credit.

**Better:** We have received with thanks your check No. 23 for us US\$ 20,000, in payment of our machines. The amount has been placed to your credit.

## Consideration

Skillful business writers always visualize their readers' needs, problems, customs and problem reactions to the writing and put themselves in the readers' position. Such thoughtfulness is helpful to building up good interpersonal relations between writers and readers. But it is better to use your attitude and the tactful way to blame your readers in business writing. In addition, it is necessary to consider the readers' sex, and level of education, etc. 熟练的商务公文写作者会事先考虑到读者的需要、问题、习惯以及对文函可能做出的反应，并进行换位思考。这种思考有助于作者与读者建立良好的关系。在商务写作中宜采用你方态度和委婉的方式归责于对方。另外，还有必要考虑读者的性别和教育程度等。

Compare the following examples:

1) Congratulations to you on your ... (your attitude)

2) We want to send our congratulations... (our attitude)

3) As mentioned in our June 18 letter to you... (tactful)



- 4) Obviously you have forgotten what I wrote to you three weeks ago. (blunt)
- 5) Obviously, you are unaware of our refund policy.

### Exercises

#### I. Answer the following questions

1. We often hear people say the seven Cs. What are they?
2. What will be the result if a letter is ambiguous? How can this be avoided?
3. Do we use complicated words in our letters?
4. If a letter is ruthlessly concise, what impression will it give to the recipient or reader?
5. In what way can a letter be made clearer, easier to read and more attractive to look at?
6. What does promptness mean in the passage concerning courtesy?

#### II. Compare the following pairs of sentences, choose the better one and state your reason.

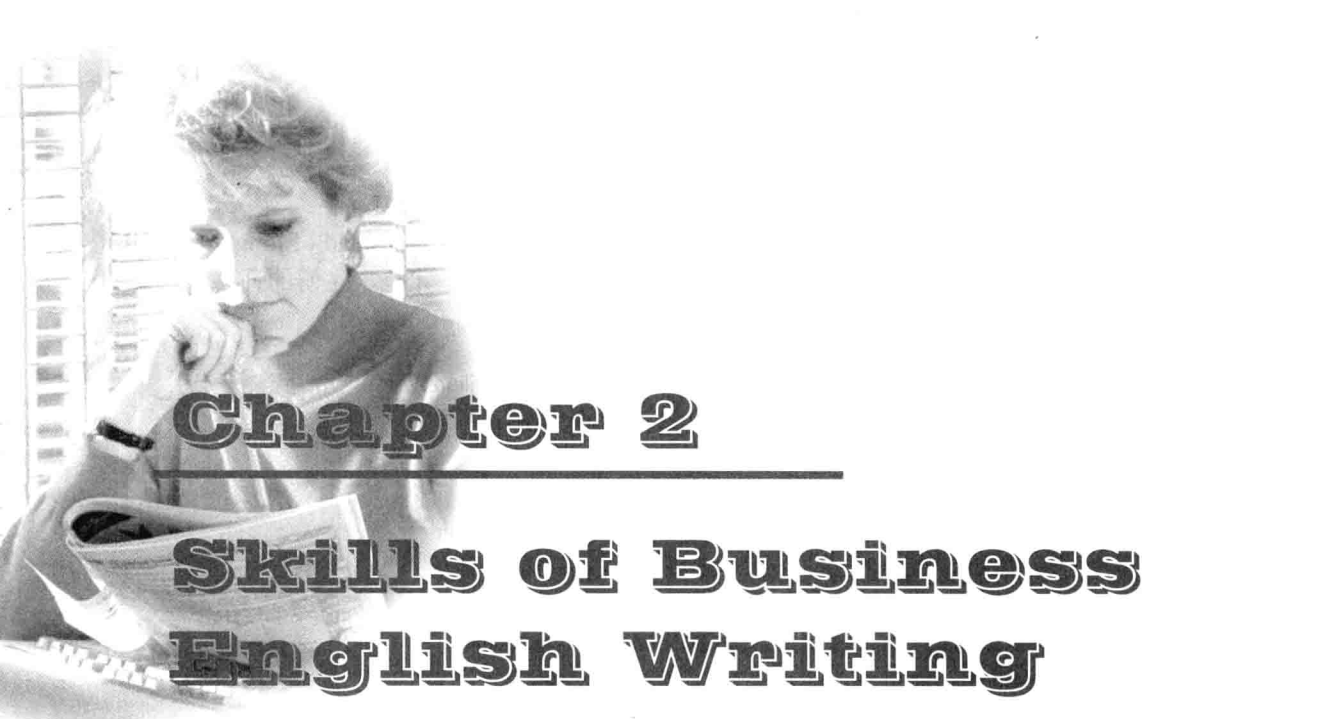
1. a. Please call me next week with the details.  
b. I'd appreciate a call next week regarding the details.
2. a. Thank you for your letter of May 16 in which you complained about our service program.  
b. After receiving your letter of May 16, I reviewed your concerns with our service department.
3. a. The committee has not yet reached a decision.  
b. The committee hasn't reached a decision yet.
4. a. I cannot attend the strategic planning retreat.  
b. I would attend the strategic planning retreat, but then I would miss my son's graduation.
5. a. I can't accept your invitation.  
b. I wish I could accept your invitation.
6. a. We cannot begin shipping until September 2.  
b. We will begin shipping on September 2.
7. a. Your letter was received by us on May 2.  
b. I received your letter on May 2.
8. a. We have begun to export our machines to countries abroad.  
b. We have begun to export our machines.
9. a. For the amount of \$ 320 you can buy the motor.  
b. For \$ 320 you can buy the motor.
10. a. You have won due to the fact that you arrived early.  
b. You have won because you arrived early.

### III. Rewrite the following sentences to achieve conciseness.

1. Please see that an inquiry is conducted to determine the reason.
2. We express our regret at being unable to fulfill your order on this occasion.
3. Payment of their accounts will be made by Johnson next week.
4. It is on the last day of June that the meeting will be held.
5. We are returning all the merchandise that is defective.
6. In the event that Model 404 is not available, please substitute Model 606.

### IV. Rewrite each sentence in order to express its meaning more courteously.

1. You have made a mistake. You should check the figures again.
2. Your proposal isn't any good, so we're not going to accept it.
3. You haven't paid us yet. You're late. Send the money right away.
4. You won't get your order because you didn't give us the information.
5. We must tell you that we can't accept your proposal.
6. You claim that there are 3 witnesses to the accident. We need their names and addresses.
7. Thank you in advance for all the help you will give me.
8. Your letter is not clear at all. I can't understand it.
9. We need the statement by the end of next week.
10. This is to inform you that the goods will not be ready by June 4, and that we will not be able to deliver them until June 8.



## **Chapter 2**

---

# **Skills of Business English Writing**

Your first concern in improving the readability of your nonfiction writing is to choose the right word. Your writing should use words most closely conveying the meaning of your thoughts. Flowery words and jargon should be avoided, if possible, say what you have to say simply and clearly.

Just as simple words will aid your writing, simple sentences are easier to read. Generally, more than twenty words in a sentence make reading harder.

To achieve clarity in your writing, you have to be clear and organized about what you want to write. Organization is a key to effective nonfiction writing.

要提高可读性，首先要措辞恰当。你应选择最能表达你想法的词汇，要尽可能避免使用华丽的辞藻或专业术语，陈述力求简明扼要。

正如简单的词语有助于提高可读性一样，简单句的使用也更容易读懂。一般说来，单个句子如果含有 20 个以上的单词，读起来就有点费劲。

要想主题鲜明，在商务写作时要精心组织材料。因为布局谋篇是影响写作质量的关键。

### **Selecting words**

The right words can communicate best and have correct meanings in readers' mind. How to select the right words depends on your ability in using language, your knowledge about the readers and your good judgment. 用词得当可以达到良好的沟通效果，并使读者准确理解作者的用意。如何选择恰当的措辞取决于作者的语言功底、对读者的了解和判断力。



## 1. Use short and familiar words

Business writers choose short, familiar, and conversational words instead of long, unfamiliar ones. 商务写作一般宜使用简单、大众化、口语化的词，而不是冗长、生僻的词。

Compare the following examples:

Long and Unfamiliar Words. ....	Short and Familiar Words
alleviate .....	lessen, ease
ameliorate .....	improve
anticipate .....	expect
ascertain .....	determine, find out
as per your request .....	as you requested
cognizant .....	aware
consequence .....	result, outcome
despite the fact that .....	although
enable .....	allow, help
endeavor .....	try
eventuality .....	result, outcome
expedite .....	speed up
facilitate .....	help, aid
forward .....	send
immediately .....	now, right away
implement .....	start
initiate .....	start, begin
in order to .....	to
necessitate .....	require

## 2. Use appropriate conjunctions

Compare the following the appropriate use of conjunctions can enhance the readability of your nonfiction writing.

conjunction words and phrases

PURPOSE	FORMAL	INFORMAL
comparison	similarly, in comparison	again, likewise, still
time	eventually, formerly, subsequently	then, next, after, later since, while
same direction	furthermore, moreover, in addition	and, third, first, second, besides, also
contrast	however, nevertheless, on the contrary	but, still, yet, meanwhile, on the other hand
illustration	to illustrate, in other words	for example
conclusion	therefore, accordingly, in conclusion	so, as a result, to sum up, in short
emphasis	in any event, to be sure	of course, naturally, obviously