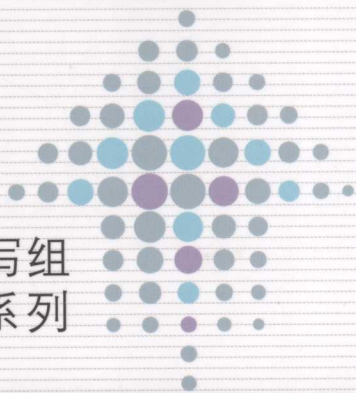


对外经济贸易大学国际贸易教材编写组
经济管理类课程教材·国际贸易系列



商务英语写作教程

(第二版)

主 编 杨伶俐
副主编 张 焊

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总 序

在经济全球一体化的大背景之下，尽快培养出我国国际贸易的专业化、国际化人才，已经成为当前市场经济发展迫在眉睫的任务。

本着加强国际贸易学科建设、努力培养适应社会需要的贸易人才的理念，由对外经济贸易大学牵头，中国人民大学等校鼎力合作，联合攻关，编写了这套力图适应新时期教学需要的国际贸易教材。

纵观本套教材，其特点主要有三：

第一，内容前瞻新颖。本套教材立足于市场经济发展的前沿，借鉴了国际领先水平的贸易工作经验，新结构、新内容、新观点、新方法，紧跟时代发展的步伐。

第二，知识丰富实用。本套教材对国际贸易工作从理论到操作的方方面面作了介绍，它以实务为中心，将应掌握的知识和技能贯穿于每一个案例中，使学生明确在工作中应做什么，怎样才能做好，怎样不断提高工作效率。

第三，架构系统全面。该系列是由每本教材组成的相互关联、衔接有序的动态系统，囊括了国际贸易的全部内容。

总之，我们在教材的先进性、实用性、规范性等方面做了集思广益的工作。真诚地期待广大师生和其他读者提出宝贵的意见和建议。

对外经济贸易大学国际贸易教材编写组

第二版前言

编者



杨伶俐，对外经济贸易大学副教授，博士，硕士生导师，美国圣托马斯大学和英国华威大学访问学者，主要研究跨文化商务交际和商务英语语言与教学。曾编著过多部商务英语类教材，发表过多篇学术论文。2008年获得对外经济贸易大学优秀教师称号，2009年在北京市研究生英语青年教师基本功大赛中获奖。讲授课程包括：高级商务英语写作、高级商务英语阅读、经贸口语、国际贸易经典英文名著选读和商务英语谈判等专业语言技能课程，并用英文向商务英语专业本科生和研究生讲授宏观经济学、国际经济学和电子商务等商科专业知识类课程，在培养外向型和复合型人才方面有丰富的经验。

《商务英语写作教程》，作为经管类国际贸易系列教材之一，本着培养高素质、复合型、外向型商务人才的宗旨，训练学生用英语有效组织商务信息，起草规范、条理清晰的商务文本，熟悉商务交流中的礼节，建立有效的商务沟通。

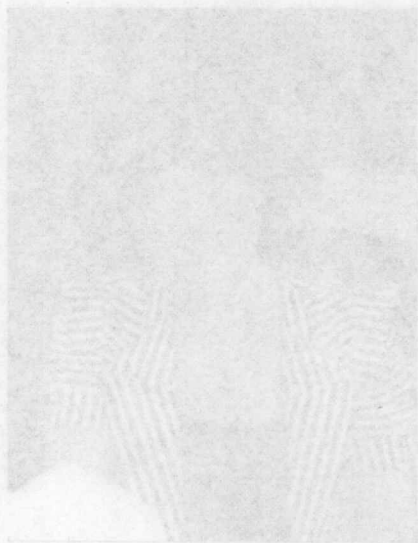
《商务英语写作教程》(第二版)秉承第一版的大商务框架，融国际贸易实务知识和英

语言技能、写作技巧和文体知识于一体。全书依然分为三大部分：外贸商业书信、内部商务交流以及其他公关或日常办公类函件、传真和电子邮件等。每章配有相应练习，后附有答案，有助于教师组织教学或学生自学。本书具有涵盖面广，内容新，实用性强等特色，语言精炼，深入浅出。

为了做到与时俱进和丰富教学内容，《商务英语写作教程》(第二版)在第一版的基础上进行了内容的更新，有不少新增的信函和替换的信函，是对第一版教材的补充和完善。

读者通过模仿范例进行大量的实战练习便可获得很好的效果。不足之处在所难免，欢迎批评指正。

杨伶俐



杨伶俐，女，汉族，1963年11月生，毕业于北京外国语大学，获文学硕士学位。曾任北京外国语大学教师，从事商务英语教学工作多年。2008年调入北京工商大学，任教于商务英语学院。长期从事商务英语的教学和科研工作，主持多项省部级科研项目，发表多篇学术论文。著有《商务英语写作教程》(第二版)等教材。现为北京工商大学商务英语学院院长助理。

Chapter 16 Goodwill Letters (III) 218

Chapter 17 Application Letters 238

Chapter 18 Resume 239

Chapter 19 Recommendations 251

Chapter 20 Hiring Letters 284

Chapter 21 Reservations and Reservations 283

Chapter 22 Appointments and Reservations 292

Chapter 23 Faxes 301

Chapter 24 Emails 311

Bibliography 311

Contents

An Overview of Business Communication 1

Part One Business Letters

Chapter 1 Parts and Formats of Business Letters 7

Chapter 2 Sales Letters 14

Chapter 3 Inquiries 23

Chapter 4 Reply to Inquiries 31

Chapter 5 Offers and Counter Proposals 40

Chapter 6 Orders and Supplies 53

Chapter 7 Letters Concerning Shipment 71

Chapter 8 Letters about L/C Payment 87

Chapter 9 Letters about Debt Collection 101

Chapter 10 Claim and Adjustment Letters 113

Part Two Internal Business Communication

Chapter 11 Memos 133

Chapter 12 Reports 149

Chapter 13 Meeting Minutes 174

Part Three Miscellaneous Letters

Chapter 14 Goodwill Letters (I) 189

Chapter 15 Goodwill Letters (II) 201

Chapter 16	Goodwill Letters (III)	215
Chapter 17	Application Letters	228
Chapter 18	Resume	239
Chapter 19	Recommendations	251
Chapter 20	Hiring Letters	264
Chapter 21	Resignations and Replies	275
Chapter 22	Appointments and Reservations	283
Chapter 23	Faxes	292
Chapter 24	Emails	301
Bibliography		311

An Overview of Business Communication 1

Part One Business Letters

Chapter 1	Parts and Formats of Business Letters	7
Chapter 2	Sales Letters	14
Chapter 3	Inquiries	23
Chapter 4	Reply to Inquiries	31
Chapter 5	Offers and Counter Proposals	40
Chapter 6	Orders and Supplies	53
Chapter 7	Letters Concerning Shipment	71
Chapter 8	Letters about L/C Payment	87
Chapter 9	Letters about Debt Collection	101
Chapter 10	Claim and Adjustment Letters	113

Part Two Internal Business Communication

Chapter 11	Memos	133
Chapter 12	Reports	149
Chapter 13	Meeting Minutes	174

Part Three Miscellaneous Letters

Chapter 14	Goodwill Letters (I)	189
Chapter 15	Goodwill Letters (II)	201

An Overview of Business Communication

We are living in a sea of communication. It takes place everywhere in conversations and meetings, and in letters, advertisements, legal documents, and records of all kinds. It affects every aspect of business, from the creation of a business image and goodwill to the sale of goods and services, from effective customer service to efficient internal operations, from dealing with suppliers to dealing with government officials.

What is Communication

Communication is the process of transferring meanings. It is the sending and receiving of information through messages. The objectives of communication are to obtain complete understanding between the parties involved and get the responses required. Meanwhile, goodwill should be built up and developed between the sender and the receiver of the message.

Basic Forms of Communication

The basic tools of communication are speaking and writing, listening and reading. Speaking is one of the most common functions in business. Consider, for example, how limiting it would be if a manager could not attend meetings, ask questions of colleagues, make presentations, appraise performance, handle customer complaints, or give instructions. Speaking is different from writing in that it allows more ways to get a message across to others. You can clear up any questions immediately; use nonverbal clues; provide additional information; and use pauses, emphasis, and voice tones to stress certain points.

Writing is crucial to the modern organization because it serves as the major source of documentation. A speech may make a striking impression, but a memorandum or a letter leaves a permanent record for future reference in case memory fails or a dispute arises. Besides, it is economical and can be better controlled and polished for achieving the desired objective.

Another interesting fact is that people spend more time receiving information than transmitting it. Listening and reading are just as important as speaking and writing. No matter how good a speech is, it cannot achieve its goal if the audience does not have effective listening skills. Some research has found that nearly 60% of all communication problems in business are caused by poor listening.

At the same time, the skill of efficient reading is becoming more important in today's technological society. The development of information technology has created more paperwork rather than less. It is estimated that the typical manager reads about a million words every week. It is, therefore, extremely important to grasp different aspects of the reading skill like reading for gist, extracting specific information and reading to find particular details.

As nearly all important business communication is eventually put into writing, writing will be the focus of this textbook.

Direction of Communication Flow

Let's examine from the point of view of two different audiences: the company's internal audience which consists of its employees and owners; and its external audience, which includes the general public, customers, suppliers and other businesses and even government officials.

Internal communication involves communicating back and forth within an organization through such channels as memos, reports, meetings and telephones. It involves communication up and down the organizational hierarchy. Communication takes place among co-workers as well as between superiors and subordinates. Through internal communication, business decisions are made, policies are set and problems are analyzed and solved.

Just as internal communication carries information up, down, and across the organization, external communication carries it in and out of the organization. Companies constantly exchange messages with customers, vendors, distributors, competitors, investors, journalists, government and community representatives. Whether by phone, fax, email or letter, much of this communication is carefully planned. Two functional units are particu-

larly important in managing the flow of external messages; the marketing department and the public relations department. In addition to advertising and selling products, the typical marketing department is also responsible for product development, physical distribution, market research, and customer service, all of which involve both the transmission and reception of information. The public relations department manages the organization's reputation with various groups. The communication media used by PR departments include letters, news releases, brochures, advertisements, annual reports and audiovisual materials.

Effective Communication and Success

Whether you are speaking or writing, listening or reading, communication is more than a single act. Instead, it is a transactional (two-way) process that can be broken into six phases. That is, the sender has an idea, the idea becomes a message, the message is transmitted, the receiver gets the message, the receiver interprets the message, and the receiver reacts and sends feedback. Misunderstandings arise when any part of this process breaks down. Communication barriers exist between people and within organizations. Your ability to overcome these barriers determines your communication success and effectiveness.

Effective communication benefits the organization by enhancing its image, improving cost effectiveness, raising employee morale, and increasing employee productivity. Your ability to communicate also increases your own productivity. Whether you run your own business, work for an employer, invest in a company, buy or sell products, or run for public office, your communication skills determine your success. And, regardless of the field you're in or the career you choose, your chances of being hired by an organization are better if you possess strong communication skills.

Glossary

image	n.	形象
goodwill	n.	友好、亲善
customer service		客户服务
internal operation		内部经营
transfer	v.	使转移, 使交换
objective	n.	目标
involve	v.	使参与, 涉及
appraise	v.	评价, 评估

nonverbal	adj.	不使用语言的, 非言语的
documentation	n.	文件证据, 文献资料
memorandum	n.	备忘录
gist	n.	主旨, 要点
extract	v.	摘取
hierarchy	n.	等级体系
subordinate	n.	下属
vendor	n.	卖主 (尤指出卖房屋等不动产者)
public relations		公关
transmission	n.	传送
news release		(通讯社或政府机构等发布的) 新闻稿
brochure	n.	小册子
audiovisual	adj.	视听的
transactional	adj.	相互作用的
phase	n.	阶段
feedback	n.	反馈
barrier	n.	壁垒, 障碍
determine	v.	确定, 决定
cost effectiveness		成本效益
morale	n.	士气, 精神面貌
productivity	n.	生产力

Exercises

Questions for discussion:

1. What is effective communication?
2. What would be the most efficient way (phone call, interview, memo, report, letter or a slip of message) of dealing with the following communication situations? (Briefly explain your answer.)
 - a. Informing everyone in the company of your department's new procedure for purchasing equipment.
 - b. Leaving final instructions for your secretary to follow while you're out of town.
 - c. Disciplining an employee for chronic tardiness.
 - d. Replying to a customer's complaints.
 - e. Giving suggestions to the employer concerning the implementation of a new scheme.
 - f. Asking for help from your colleague.

Part One

Business Letters

This part includes ten chapters (1~10) .

In this part, various types of business letters will be introduced to you generally according to the process of a business transaction, from sales letters to after-sales letters. Business Letters require good solid communication skills and knowledge of business letter conventions. This part will provide guidelines for the writing of business letters that will enable you to transact business quickly, effectively, and courteously.

Chapter 1

Parts and Formats of Business Letters

A letter is often the first (sometimes the only) contact you have with an external audience. So it's important that your letter looks neat and professional and is easy to read. Your reader's first impressions come from the general appearance of your letter. It's good business practice to use high quality stationery. When writing a business letter, you must pay attention to both the parts of a business letter and your choice of formats.

Parts of a Business Letter

1. Heading

Letterhead (heading) shows the sender's name, full address, and (almost always) telephone number. Sometimes a fax number or an email address is included. It is not necessary to type the heading if you are using stationery with the return address already printed.

2. Date

The date line is used to indicate the date the letter was written. Place the date at least one blank line below the heading.

3. Inside Address

The inside address is the receiver's address and is always on the left margin. Begin the address one or more lines below the date, depending on how long the letter is. When the letter is addressed to an individual, a personal title such as Mr., Miss, Ms., or Mrs. must be used.

4. Salutation

The salutation, the official greeting, is typed two lines below the last line of the inside address. The greeting in a business letter always ends in a colon or comma. (Salutations like "Gentlemen", "Ladies", or "Ladies and Gentlemen" are always by a colon.) But the co-

lon is omitted when open punctuation is used. Remember the salutation must be consistent with the first line of the inside address. Following is a list of preferred salutations:

Person

one man

one woman (anyone)

one woman (marital status unknown)

one woman (single)

one woman (married)

two men

two women

one woman and one man

couple (married)

president of a college (doctor)

dean of a college

professor

physician

company or corporation

In Salutation

Dear Mr. (last name)

or Dear Sir (formal)

Dear Madam (formal)

Dear Ms. (last name)

Dear Miss (last name)

Dear Mrs. (last name)

Dear Mr. (last name) and Mr. (last name)

or Dear Messrs. (last name) and (last name)

Dear Ms. (last name) and Ms. (last name)

or Dear Meses. (last name) and (last name)

Dear Mrs. (last name) and Mrs. (last name)

or Dear Mesdames (last name) and (last name)

Dear Miss (last name) and Mrs. (last name)

Dear Ms. (last name) and Mr. (last name)

Dear Mr. and Mrs. (last name)

Dear Dr. (last name)

Dear Dean (last name)

Dear Professor (last name)

Dear Dr. (last name)

Ladies and Gentlemen, Dear Sirs, or Dear Sir/

Madam

5. Body

The body of the letter is your message. Leave a blank line before and after the salutation, between paragraphs and before the complimentary close. If necessary, you may give a subject of the letter between the body and the salutation. When writing a business letter, be careful to remember that conciseness is very important. In the first paragraph, consider a friendly opening and then a statement of the main point. The next paragraphs should illustrate the main point with background information and supporting details. The closing paragraph should restate the purpose of the letter and sometimes request some type of action.

6. Complimentary Close

The complimentary close is typed on the second line (double space) below the body of the letter. Only the first word of the complimentary close is capitalized. A comma follows the complimentary close when mixed punctuation is used but is omitted with open punctua-

tion. The complimentary close reflects the relationship between you and your reader. So it goes with the salutation. The two commonly used closes are *Sincerely yours* and *Faithfully yours*. The current trend seems to be toward using one-word closes, such as *Sincerely* and *Faithfully*.

7. Signature

Leave three blank lines for a written signature below the complimentary close and then type the sender's name. The sender's title may appear on the same line as the name or on the line below. For example:

Sincerely,

John Smith

Personnel Manager

8. Enclosures

If you have enclosed any documents along with the letter, such as a price list, you indicate this simply by typing Enclosures one line below the closing. As an option, you may indicate the number of the enclosures or list the name of each document you are including in the envelope, like:

Enclosures (2)

Enclosures: price list
brochure
catalog

9. Typist Initials

Typist initials are used to indicate who wrote the letter and who type it. If you type the letter yourself, omit the typist initials. Typist initials appear at the left margin, a double space below the last line of the signature block. For example:

RSR/sm

RSR: sm

RSR: SM

The initials of the signer come first in capital letters, followed by the typist initials usually in lower case letters.

10. Copy Notation

Copy notation may follow typist initials or enclosures. They indicate who is receiving the copy of the letter. Among the forms used: