



高等院校经济与管理核心课经典系列教材

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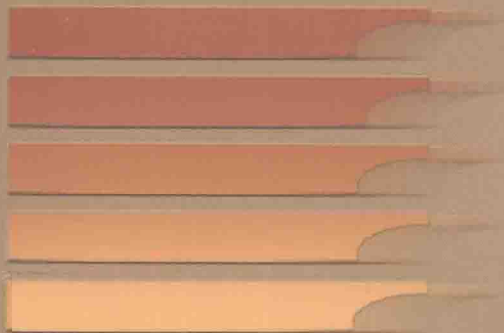
# 外贸英语函电

ENGLISH FOR INTERNATIONAL

(修订第三版)

BUSINESS COMMUNICATION

● 滕美荣 许楠 / 编著



首都经济贸易大学出版社

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# 出版总序

(2009 年版)

经济领域竞争的实质,是人才的竞争;而人才的培养,有赖于教育,尤其是培养高素质专业人才的高等教育。目前直至今后相当长的一个时期内,我们还缺乏一大批理念先进,勇于创新,善于管理,精通业务,既熟悉现代市场经济运行规则,又精通专业知识,适应国内经济发展和国际竞争需要的高级经济类、管理类专业人才。

教育是当代科技生产力发展的基础,是科学技术转化为现实生产力的条件,是培养高素质专门人才和劳动者的根本途径,也是实现管理思想、管理模式、管理手段现代化的重要因素。

人才的培养离不开教材,教材是体现教学内容的知识载体,是进行教学的基本工具,更是培养人才的重要保证。

教材质量直接关系到教育质量,教育质量又直接关系到人才的培养质量。因而,教材质量与人才培养质量密切相关。

正是由于教材质量在实施科教兴国的发展战略中具有十分重要的作用,我们在策划与组织编写本套教材的过程中倾注了大量的心血、人力和物力。

我们希望奉献给广大教师、学生、读者的是一套经得起专家论证和实践检验的经济与管理类各专业核心课精品系列教材。

在策划和编写本套教材的过程中,我们始终贯彻精品战略的指导思想,使之具有如下特点:

第一,以全面推进素质教育为着眼点,以教育部《普通高等教育教材建设与改革的意见》为指导,面向现代化,面向未来,面向经济全球化,充分考虑学科体系和知识体系的完备性、系统性和科学性,同时兼顾教材的实用性和可读性,以适应教学和教材改革的需要,适应国内外经济发展的需要,适应培养高素质、创新型、复合型人才的需要,并力求教材具有体系新、内容新、资料新、方法新的特点。

第二,在广泛调查研究的基础上,通过多所国内著名高等院校一批有着丰富教学经验的专家教授论证和推荐,优化选题,优选编者。参加本套教材论证和编写的专家教授分别来自北京大学、清华大学、中国人民大学、中国政法大学、对外经济贸

易大学、复旦大学、上海交通大学、首都经济贸易大学、东北财经大学、西南财经大学、中南财经政法大学、上海财经大学、天津财经大学、武汉大学、南开大学、天津商学院、南京大学、华中科技大学、北京科技大学、厦门大学、北京工商大学、四川大学、中央财经大学等多所国内著名高等院校。

第三,在选择教材内容以及确定知识体系和编写体例时,注意素质教育和创新能力、实践能力的综合培养,为学生在基础理论、专业知识、业务能力以及综合素质的协调发展方面创造条件。在确定选题时,一方面考虑了当前经济与管理类各相关学科发展和实践的迫切需求,一方面又贯彻了教育部关于专业核心课的设置及素质教育的要求;除传统课程外,在充分学习和借鉴国外经典教材的基础上,编选了部分带有前沿性、创新性的专业教材,以利于中外高等教育在课程设置方面的接轨。

第四,考虑到培养复合型人才的实际需要,本套教材突破了原有的较为狭隘的专业界限和学科界限,在经济学和管理学两大一级学科的统领下,广纳多个分支学科的基础课、专业基础课、专业主干课教材。这些分支学科和专业包括工商管理、经济学、金融学、人力资源管理、物流学、广告学、会计学、市场营销、电子商务、国际经济与贸易、旅游管理、行政管理、信用管理等。从纵向上看,各学科、各专业的教材自成体系,完整配套;从横向上看,各学科、各专业的教材体系又是开放式的,相互交叉,学科与专业之间没有明确的界限,以便于各院校、各专业根据自身的培养目标设置课程,交叉选用。

本套教材自身也是开放式的。我们将根据学科发展的需要、教学改革的需要、专业设置和课程调整的需要、中国经济建设的需要,不断加以补充和完善。

本套教材不仅是一大批专家教授多年科研成果和教学实践的总结,同时在编写体例上也有所突破和创新,希望它的出版能够对我国经管专业高级专业人才的培养有所帮助。

**出版者**



# 修订第三版前言

自 2005 年出版以来,《外贸英语函电》得到了读者朋友的支持和厚爱,在此,编者表示深深的谢意。

为了更好地服务于读者和满足商务人士的需求,此次我们在修订第二版的基础上对本书进行了必要的修订。修订第三版基本保持了上一版本的风貌,对全书作了局部微调,修改了不很恰当的表述,使新版本更实用、更适用。

在编写和修订工作过程中,李战江先生给予了我们大力支持,对此书提出了宝贵建议,并为我们提供了一些外贸函电样信,在此,我们深表谢意。同时,李梦溪、王子璇帮助整理了部分书稿并进行了书稿录入,在此对他们的协助和支持也一并表示感谢。

再次向本书读者致谢,并欢迎提出宝贵意见。

编 者

2011 年 5 月





# 前 言

21 世纪是经济日益全球化的世纪,中国与世界各国的交往日益频繁,国际贸易事业发展迅猛,因此,我国对国际商务人才的需求量也在不断增加。

外贸英语函电属我国外经贸类高等院校的主干课程,同时也是从事国际经贸工作必需的技能之一。掌握有效的国际贸易交往技巧、具备书面英语沟通能力就能在激烈竞争的经贸领域中占据先机,取得佳绩。

《外贸英语函电》的出版是应时之需,本书除了注重外贸英语信函的业务特色外,还突出了当今英语函电文字简明、风格自然亲和的特点,更侧重于语言的运用技巧,以适应当今外贸业务发展的需要。本书突出教学内容的实用性和针对性,结合我国外贸业务的实际,通过大量实例介绍国际商务书信的特点、格式和结构,商业语汇以及有关外贸业务的英语表达方式和句型结构,并设置了许多练习以帮助读者把基础英语技能和外贸英语知识有机地结合起来,使学生具备撰写国际商务英语书信的能力,满足时代对有效地从事国际经贸信息沟通专门人才的需求。

本书共分 16 章,各章内容涉及简明的相关业务知识介绍、信例、商业语汇注释、常用句型、练习及答案。

本书由对外经济贸易大学滕美荣和许楠两位教师共同编写,它将外贸实务各重要环节与信函写作相结合,英汉双解清晰加注,适合高等院校和高等职业技术学院对外经济贸易专业或国际商务英语专业高年级教学之用,亦可供涉外经贸、商务工作人员培训和自学之用。

编 者

2005 年 1 月





# contents

<b>Chapter 1</b>	<b>Fundamentals of Business Letters</b>	<b>/1</b>
<b>Chapter 2</b>	<b>The Structure and the Format of Business Letters</b>	<b>/14</b>
<b>Chapter 3</b>	<b>Establishing Business Relations</b>	<b>/34</b>
<b>Chapter 4</b>	<b>Enquiries and Replies</b>	<b>/57</b>
<b>Chapter 5</b>	<b>Quotations and Offers</b>	<b>/88</b>
<b>Chapter 6</b>	<b>Counter Offers</b>	<b>/120</b>
<b>Chapter 7</b>	<b>Sales Letters</b>	<b>/146</b>
<b>Chapter 8</b>	<b>Orders and Acknowledgements</b>	<b>/170</b>
<b>Chapter 9</b>	<b>Payment</b>	<b>/199</b>
<b>Chapter 10</b>	<b>Letter of Credit</b>	<b>/221</b>
<b>Chapter 11</b>	<b>Packing</b>	<b>/246</b>
<b>Chapter 12</b>	<b>Shipment</b>	<b>/274</b>
<b>Chapter 13</b>	<b>Insurance</b>	<b>/301</b>
<b>Chapter 14</b>	<b>Claims and Settlements</b>	<b>/329</b>
<b>Chapter 15</b>	<b>Agency</b>	<b>/353</b>
<b>Chapter 16</b>	<b>E-business</b>	<b>/376</b>
<b>Chapter 17</b>	<b>E-mail</b>	<b>/384</b>
<b>Appendix</b>		
1.	Sales Contract	/395
2.	Shipping Advice	/397
3.	Commercial Invoice	/398
4.	Packing List	/399
5.	Bill of Lading	/400
6.	SGS Original Certificate of Quality and Quantity	/401
7.	State Abbreviations of USA	/403
<b>References</b>		<b>/404</b>







## 目录

---

第一章	商务写作基础 /1
第二章	商务信函的结构与格式 /14
第三章	建立与促进商务关系 /34
第四章	询函与答复 /57
第五章	报价与发盘 /88
第六章	还盘 /120
第七章	促销信函 /146
第八章	订货与回复 /170
第九章	付款条件 /199
第十章	信用证 /221
第十一章	包装 /246
第十二章	运输 /274
第十三章	保险 /301
第十四章	索赔与赔偿 /329
第十五章	代理 /353
第十六章	电子商务 /376
第十七章	电子邮件 /384

---

### 附录

1. 售货合同 /395
2. 发货通知书 /397
3. 商业发票 /398
4. 装箱单 /399
5. 提单 /400
6. SGS 商品检验报告 /401
7. 美国州名缩写 /403

参考文献 /404





# Chapter 1 Fundamentals of Business Letters



### Lead-in 导读

Since China joined the WTO, business activities and information exchanges across borders have been increasing rapidly. Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on satisfactory exchange of information. Among the several communications tools, business letters remain an indispensable part of business communication.

自中国加入世界贸易组织以来,国家间的贸易活动和信息交往日益频繁。如今,几乎所有的商业人士都认识到了必要的通信技能的重要性,因为所有商务活动都依赖于令人满意的信息交流。在现有的几种沟通工具中,外贸书信仍然是商务沟通不可缺少的一部分。

### Learning Objectives 学习目标

By studying this chapter, you will be able to :

- ★ Understand the functions of business letters
- ★ Learn the principles of business-letter writing

通过学习本章节,应该做到:

- ★ 了解商务书信的功能
- ★ 领会商务书信的写作原则





### Functions of Business Letters 商务书信的功能

Since China joined the WTO, business activities and information exchanges across borders have been increasing rapidly. Today almost all the business communities recognize with one consent the significance of essential communicating skills, for all business activities rely on satisfactory exchange of information. Among the several communications tools, business letters remain an indispensable part of business communication. Without them, much of the ordinary activities of business would be impossible. They are used to sell products or services, request material or information, answer customers' inquiries, maintain good public relations, and perform a variety of other business functions.

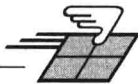
In this age of rapid communications, you may ask if many of these activities couldn't be handled over the phone or in person. In some cases, these two methods may be the best ways to get message across. But few business people have the time to visit clients personally, and long-distance telephone calls can be time-consuming and expensive. More importantly, most people retain only about 25% of what they hear. The chances of your message being forgotten or misunderstood greatly increase if you rely on oral communication.

As a result, business letters are one of the best ways to ensure that your message is accurately received, particularly if you are discussing technical or highly detailed information.

Business letters also serve as a part of a company's permanent record. They can be used to verify bookkeeping and inventory entries. If you have a question about a customer's order, whether someone's inquiry has been answered, or about the details in an agreement, you can check your file copy of the letter. You cannot do the same with a phone conversation unless you record every outgoing and incoming call!

Letters also function as written contracts, fully recognized by the courts. Letters of agreement are often drawn up between companies and independent suppliers or consultants. Job offers made through the mail are regarded as legally binding on the sender. If you accept in writing, your letter is a binding contract of employment.

Letters can act as formal or informal public relations material. They can help to build goodwill between you and your clients, creditors, suppliers, and other public



groups. Your letter represents you and your firm to people you may never meet personally or call on the phone. How you express yourself and the appearance of your letter form an impression in the reader's mind of you and your business.

Every letter that leaves our office fulfills several purposes. As a result, your business letters deserve considerable care and attention.

自中国加入世界贸易组织(WTO)以来,国家间的贸易活动和信息交往日益频繁。如今,几乎所有的商业团体都认识到必要的通信技能的重要意义,因为所有商务活动都有赖于满意的信息交流。在现有的几种沟通工具中,外贸书信(也称外贸函电)仍然是商务交流不可缺少的工具之一。如果没有贸易往来书信,大部分普通贸易活动便不可能进行。商务书信可用于出售商品或服务、索要材料或信息、回复客户的询函、保持良好的公共关系,同时还具有其他一系列的商务功能。

在这个通信便捷的时代里,你可能会问:难道这些商务活动不可以通过电话或面谈来实现吗?在某些情况下,这两种方法可以说是传达信息的最好办法。但是,商务领域的人士很少有时间亲自拜访客户,而且长途电话既费时又昂贵。更重要的是,大多数人只能记住他们所听到全部信息的25%,如果依靠口头交流,你的信息就很有可能被遗忘或误解。

因此,商务书信是确保你的信息被准确无误接收的最佳方法之一,尤其当你讨论的是技术信息或细节信息时,它更是首选。

商务书信还可以作为公司永久档案的一部分。它们可以用来核实账簿记录和库存录入。如果你对某客户的订单有疑问,无论是想确认是否某份询函已经答复,或是对协议的某个细节有疑问,你都可以查对信函的存档原件。然而你却无法查对某次电话交谈的内容,除非你将所有进出电话全部录音。

信函也可以作为书面合同得到法律的完全承认,如公司与供应商或与顾问之间经常签署协议书。通过信件提供的工作机会对发信人具有法定约束力,如果你以书面形式接受,那么,你的信件就是具有约束力的任职合同。

信函可以作为正式或非正式的公共关系材料,它们有助于你与你的客户、债权人、供应商以及其他公共关系群体之间建立友好关系。对于那些你从未通过电话,也从未亲自会过面的客户来说,信函代表的就是你与你的公司。如何表达你的想法以及你的信件外观都会在你的客户心中留下关于你和你公司的深刻印象。

每封发出的信函都要履行不止一项任务,因此,有必要仔细认真地对待商务函电。





## Principles of Business Letter Writing

### 商务书信写作原则

The most effective business letter should be easy to read and easy to understand. They must be friendly and courteous. We should put in mind the point that business letters play important role in development of goodwill and friendly trade relationship. Generally speaking, we need to apply some specific writing principles while writing a business letter. They are: consideration, completeness, correctness, concreteness, conciseness, clarity and courtesy.

最有效的商务书信应该是易读易懂,友好而客气。我们必须始终牢记商务书信对于发展友好贸易关系起着重要的作用。一般而言,书写商务书信时,应该遵守其特有的写作规则,即体贴、完整、准确、具体、简洁、清楚、礼貌。

#### 1. Consideration 体贴

Consideration is an important rule of good business writing. The letters you send out must create a good impression. Try to put yourself in his or her place to give the consideration to his or her varied wishes, demand, interest and difficulties. Emphasize the "You" attitude rather than the "I" or "We" attitude. Find the best way to express your better understanding and present the message. That enables a request to be refused without killing all hope of business or allows a refusal to do a favor to be made without harming friendship.

体贴是商务写作应遵循的重要原则。你寄出的信件一定要建立良好印象,试着站在对方的立场去考虑他们的各种不同的愿望、要求、兴趣和困难,采取以第二人称“您”为出发点,而不是以第一人称“我”或“我们”为出发点的态度。找出最好的方法来有效表达想法和传递信息,这可以使我们婉拒要求而保存继续生意往来的希望、拒绝帮忙而不伤害友情。

Compare the following pairs of sentences:

比较下列各组句子:

#### **You-attitude (第二人称)**

Congratulations to you on your success.

We will send you the sample next month.

#### **We-attitude (第一人称)**

We'd like to send my congratulations to you.

We won't be able to send you the sample



You earn 2% discount when you pay cash.

this month.

We allow you 2% discount for cash payment.

## 2. Correctness 准确

Correctness means not only proper expression with correct grammar, punctuation and spelling, but also appropriate tone which is a help to achieve the purpose. It is likely to convey the real message in a way that will not cause offence even if it is a complaint or an answer to such a letter. Business letters must be factual information, accurate figures and exact terms in particular, for they involve the right, the duties and the interest of both sides often as the base of all kinds of documents. Therefore, we should not understate nor overstate as understatement might lead to less confidence and hold up the trade development while overstatement would throw you in an awkward position.

准确表达不仅是指没有语法错误、标点符号正确和拼写无误,而且语气适当有助于达到目的。语气如果正确,即使是一封投诉信或回复投诉信,也能既传达了本意又不冒犯别人,商务书信的内容必须是实事求是的信息,尤其要保证数据的精确和术语的严格准确,因为它们是各种单据的依据,会涉及买卖双方的权利、责任与利益。因此,我们既不能过于保守也不能太夸大,因为过于保守会引起信心不足而对贸易造成不利,同样地,说话过于夸大则会使自己陷入尴尬境地。

## 3. Completeness 完整

A business letter is successful and functions well only when it contains all the necessary information. An outline helps for the letter to be full and complete. See to it that all the matters are discussed, and all questions are answered. Incompleteness is not only impolite, it also leads to the recipient's unfavorable impression towards your firm. He may give up the deal if other firms can provide him with all the information needed, or if he would not take the trouble inquiring once again.

As you work hard for completeness, keep the following guidelines in mind: why do you write the letter? What are the facts supporting the reasons? Have you answered the questions asked and what is the reader expects to do?

一封商务书信只有包含了所有的必要信息时才可能达到它的理想效果,而列好提纲则有助于使信件全面完整。要确保信函包含了一切商讨内容,并回答了所



有问题。不完整的信件不仅有失礼貌,而且会令收信人对你的公司产生不好的印象。如果其他公司向他提供了一切必要的信息,或者他嫌再次询盘麻烦,他就可能放弃与你的合作。

要想使信函全面完整,就必须注意以下几个问题:为什么写这封信?陈述原因所依据的事实是什么?是否已回答了对方提出的所有问题?收信人期待的是什么?

### 4. Concreteness 具体

What the letter comes to should be specific and definite rather than vague, abstract and general. Especially for letters calling for specific reply, such as offer, inquiry about trade terms, etc., concreteness is always stressed. For example, some qualities or characters of goods should be shown with exact figures and avoid words like short, long or good. Give specific time with date, month, year and even offer hour, minute if necessary, but avoid expressions such as yesterday, next month, immediately and etc.

The following guidelines can help us write concretely: use specific facts and figures; put action in your verbs, prefer active verbs to passive verbs or words in which action is hidden; choose vivid, image-building words; pay attention to word orders, put modifiers in right place.

书信应该写得具体、明确,而不能含糊、抽象、笼统。尤其是像报盘、询问贸易条款这类需要具体答复的信函,写作时就更加强调要具体。例如,商品的某些质量和特征要用准确的数字表述,避免使用“长”、“短”或“好”这样的词语。时间要具体,用年月日标明,必要时,甚至要注明小时、分钟,避免使用诸如“昨天”、“下个月”、“马上”等表达用语。

以下方法可以帮助我们把手信写得具体:使用具体的事实与数据;用动词表达动作,多使用主动语态,少用被动语态或隐含动作的词语;选择生动、形象的词语;注意词序,妥善放置修饰语。

### 5. Conciseness 简洁

Conciseness is often considered to be the most important writing principle, it enables to save both the writer's and the recipient's time. Conciseness means most complete message but briefest expression with no sacrificing clarity or courtesy. A good business letter should be precise and to the point. To achieve conciseness of your letter-writing, try to keep your sentences short, and avoid wordy languages and redundancy,



or repetition, and eliminate excessive detail.

Paragraphing carefully can make a business letter clearer, easier to read and more attractive to readers. It is a good rule to confine each paragraph to only one point or topic.

简洁常常被视做写信的第一要义,因为这样既能节约写信人的时间,也能节约收信人的时间。简洁指的是书信内容完整、语言简洁而不失清楚、委婉客气。一封好的商务书信应该是明确的、直截了当的。为了做到书信简洁,就要力求句子短小精悍,避免赘言繁语或重复,省去多余细节。

认真划分段落会使商务书信更加清楚、易读,吸引读者。同时,每个段落仅围绕一个要点或一个话题展开是一种很好的方法。

Compare the following sentences:

比较下列句子:

## Concise (简洁)

We will consider the delivery schedule at today's meeting.

They attend the Guangzhou Trade Fair to find a partner.

We've received your letter of March 15.

We have received your L/C.

Thank you for your letter of ...

L/ We enclose our new catalogue.

## Wordy (繁冗)

We are going to give consideration to the delivery schedule at today's meeting.

They attend the Guangzhou Trade Fair for the purpose of finding a business partner.

We are in receipt of the letter you send to us on March 15.

Please be advised we have received your L/C.

The writer wishes to acknowledge your letter of ...

Enclosed please find our new catalogue.

## 6. Clarity 清楚

You must express yourself clearly to make sure that the message conveys exactly what you wish to say and is not liable to misunderstanding. Avoid vague and ambiguous expressions.

When you are certain about what you want to say, express it in plain, simple words, or present it in well-constructed sentences and paragraphs, and include necessary transitional words or expressions to link them up. Good, straight-forward, and simple English is what is needed for business correspondence.





为了准确传达你希望表达的信息,避免误会,你必须清楚地表达你的想法,避免使用含糊不清或有歧义的语言。

当你明确了想要表达的想法时,要用清晰、简单的词语,或准确无误的语句、段落将其表达出来,并注意使用必要的过渡词语或短语把它们有机地连接起来。正确、直截了当、简洁的英语才是商务函电所必需的。

Compare the following pairs of sentences:

比较下列句对:

We send you 4 samples yesterday of the goods which you requested in your letter of May 10 by air.

We send you yesterday, by air, 4 samples of the goods which you requested in your letter of May 10.

The goods not only differ in quality, but also in price.

The goods differ not only in quality, but also in price.

### 7. Courtesy 礼貌

Courtesy plays a considerable role in business letter writing, as in all business activities. It is a favorable introduction card, helping to strengthen your business relations and establish new ones. Courtesy means to show tactfully in your letters the honest friendship, thoughtful appreciation, sincerely politeness, considerate understanding and heartfelt respecting.

Avoid irritating, offensive or belittling statements. Answer letters promptly, for punctuality will please your recipient who hates waiting for days before he obtains a reply to his letter. Sometimes, discrepancy may occur in business, but with diplomacy and tact it can be overcome and settled without ill-will on either side. Never show your anger in a business letter.

And you must also adopt the right tone. Before you begin to write, think carefully about the way in which you want to influence your customer, and then express yourself accordingly, being persuasive, firm, apologetic and so on.

在商务函电写作中乃至所有商务活动中,礼貌都起着很重要的作用。它是有效的自我推介名片,有助于老关系的加强和新关系的建立。礼貌意味着在书信中非常巧妙地表示出诚挚的友情、诚恳的感谢、真诚的礼貌、体贴的理解和由衷的尊重。

避免激怒、冒犯或轻蔑的言辞。要做到及时回复,因为准时回复会使客户高