王 晶　卓新光　孙 凌　编著

商务英语函电

Business English Correspondence

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

014030589

H315
1561

王晶　卓新光　孙凌　编著

商务英语函电

Business English Correspondence

北京航空航天大学
藏书
图书馆

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS
北京 BEIJING

H315
1561

北航　C1717278

图书在版编目（CIP）数据

商务英语函电 / 王晶，卓新光，孙凌编著．— 北京 ：外语教学与研究出版社，2014.2

ISBN 978-7-5135-4087-2

Ⅰ．①商… Ⅱ．①王… ②卓… ③孙… Ⅲ．①国际商务－英语－电报信函－写作 Ⅳ．①H315

中国版本图书馆 CIP 数据核字（2014）第 028556 号

出 版 人　蔡剑峰
责任编辑　郑建萍　孔乃卓
封面设计　吕　茜
出版发行　外语教学与研究出版社
社　　址　北京市西三环北路 19 号（100089）
网　　址　http://www.fltrp.com
印　　刷　北京京科印刷有限公司
开　　本　787×1092　1/16
印　　张　10.5
版　　次　2014 年 3 月第 1 版　2014 年 3 月第 1 次印刷
书　　号　ISBN 978-7-5135-4087-2
定　　价　26.90 元

购书咨询：（010）88819929　电子邮箱：club@fltrp.com
外研书店：http://www.fltrpstore.com
凡印刷、装订质量问题，请联系我社印制部
联系电话：（010）61207896　电子邮箱：zhijian@fltrp.com
凡侵权、盗版书籍线索，请联系我社法律事务部
举报电话：（010）88817519　电子邮箱：banquan@fltrp.com
法律顾问：立方律师事务所　刘旭东律师
　　　　　中咨律师事务所　殷　斌律师
物料号：240870001

前言

21 世纪是经济全球化时代，国际交流合作、竞争与日俱增。英语作为国际通用语，尤其是商务英语在对外交流中占有越来越重要的地位。在对外经贸业务中，我国目前需要大量专业人才。商务英语作为国际商务往来经常使用的联系媒介，是开展对外贸易业务和有关商务活动的重要工具。正确掌握商务英语写作的基本知识，并能熟练地加以运用，是外贸从业人员必须具备的专业技能。

为了适应社会形势的发展，帮助商务英语专业学生和外贸商务工作者们系统地学习和掌握外贸英语写作的格式、专业词语、行文方法以及文体特点，笔者在多年从事商务英语课程教学和剑桥商务英语等级考试辅导的基础上，编写了这本《商务英语函电》。该教材是吉林大学珠海学院教材资助项目成果之一。

本书系统地介绍了商务英语写作常用文体的基本知识，包括备忘录、会议记录、电传传真及各类商务信函的格式、常用语句和写作技巧，并附有外贸业务往来函电实例。本书同时还介绍了各类协议、合同的写作方法和语言文字的应用，并列举若干合同、协议实例。

本书具有如下特点：

一、每个章节都遵循理论介绍配以实用易仿、类型齐全的商务写作实例这一原则。这样学习者容易在掌握理论的基础上，结合实践去认识、理解、操作，达到融会贯通。

二、各章节之间既有连续性又有相对独立性，学习时可以根据需要进行调整，具有很大的灵活性和操作性。

三、每个章节之后都附有针对性很强的常用商务英语表达用语或练习。

在编写过程中，我们参考了大量的中外书籍，在此表示感谢。由于笔者水平有限，书中难免存在不妥之处，望广大读者及同行批评、指正。

编者

2013 年 10 月

Contents

Chapter 1 Basic Knowledge of Business Letter Writing 1

1.1 Internal Communication Network 1
- 1.1.1 Formal Communication Channels 2
- 1.1.2 Informal Communication Channels 3

1.2 External Communication Network 3
- 1.2.1 Formal Contacts with Outsiders 3
- 1.2.2 Informal Contacts with Outsiders 4

1.3 Principles of Business Communication 4

1.4 Format & Elements of a Business Letter 12
- 1.4.1 Format of a Business Letter 12
- 1.4.2 Elements of a Business Letter 15
- 1.4.3 Envelope Addressing 21

Chapter 2 Internal Communication in Writing 25

2.1 Notices 25
- 2.1.1 Format of a Notice 25
- 2.1.2 Types of Notices 26

2.2 Notes 27
- 2.2.1 Format of a Note 28
- 2.2.2 Types of Notes 28

2.3 Memos 30
- 2.3.1 Format of a Memo 31
- 2.3.2 Types of Memos 31

2.4 Agenda 34

此为试读，需要完整PDF请访问：www.ertongbook.com

2.5 Minutes 36

2.5.1 Format of a Minute 37

2.5.2 Types of Minutes 39

Chapter 3 Telecommunication 45

3.1 Telex 45

3.1.1 Format of a Telex 46

3.1.2 Rules for Writing a Telex 47

3.1.3 Composing a Telex 48

3.2 Fax 51

3.3 E-mail 54

3.3.1 Advantages of an E-mail 54

3.3.2 Format of an E-mail 55

Chapter 4 Establishing Business Relations 59

4.1 Letter of Request 59

4.2 Status Inquiry 62

Chapter 5 Inquiries and Offers 67

5.1 Inquiries 67

5.2 Offers 67

Chapter 6 Response to an Offer/Quotation 77

6.1 Entire Acceptance 77

6.2 Conditional Acceptance/Counteroffer 77

6.3 Offer Declined 78

Chapter 7 Terms of Payment 87

7.1 Remittance 87

7.1.1 Types of Remittance 87

7.1.2 Application of Remittance 88

7.2 Collection 89

7.3 Letter of Credit 90

7.3.1 Parties Concerned in an L/C 91

7.3.2 Process of Issuance and Operation of an L/C 91

7.3.3 Types of L/C 92

7.4 Rules for Writing Letters Concerning Payment by L/C 94

Chapter 8 Insurance 102

Chapter 9 Packing and Marking 109

Chapter 10 Shipment 113

Chapter 11 Complaints and Claims 120

Appendix I Business Contracts/Agreements 130

Appendix 2 Business Reports 139

References 160

Chapter 1 Basic Knowledge of Business Letter Writing

Business letters, a most widely used communication tool, play a vital part in international trade. This type of business communication allows for professional correspondence with other businesses, as well as with clients.

Properly written, business letters can give a positive reflection on a business and individual. Effective communication can shape your company's reputation, improve productivity, develop clientele and allow the company to run more efficiently.

Business communication is a dynamic, multi-channeled process, which covers internal as well as external communication in a given organization.

Within the company, an employee and his co-workers use the information they obtain from one another and from outsiders to guide their activities. The work of the organization is divided into tasks and assigned to various organizational units, each reporting to a manager who directs and coordinates the effort. This division of labor and delegation of responsibility depends on the constant flow of information up, down, and across the organization. So by getting messages across to his boss and peers, an employee helps them do their jobs, and vice versa. This chapter is intended to discuss internal and external networks of business communication, principles of business communication and format and elements of business letters.

1.1 Internal Communication Network

Communication among the members of an organization is essential for effective functioning, so each organization approaches internal communication differently, depending on its particular requirements. In a small business with only five or six employees, much information can be exchanged casually and directly. In a giant organization like Disney, with hundreds of employees scattered around the world, transmitting the right information to the right people at the right time is a real challenge, whether communicating by phone, e-mail, fax, or interoffice memo.

Some companies are better at communicating than others. At top-performing companies, communication is a way of life. For example, AT&T's auto news service delivers information to managers and employees by offering callers a choice of reports on specific subjects. AT&T also distributes a daily newsletter to employees and mails a monthly magazine to employees' homes. IBM encourages all US employees to communicate any concerns electronically, using confidential and secure online systems. Because managers and employees at such companies communicate freely, employees develop a clear sense of the organization's mission. And managers are able to identify and react more quickly to potential problems. In these firms, management is communication. To maintain a healthy flow of information, effective managers use both formal and informal channels.

1.1.1 Formal Communication Channels

The formal communication network is the official structure of an organization, in which information may travel down, up, and across an organization's formal hierarchy.

Downward Information Flow

In most organizations, decisions are made at the top and then flow down to the people who will carry them out. Downward messages might take the form of a casual conversation or a formal interview between a supervisor and an individual employee, or they might be communicated orally in a meeting, in a workshop, on videotape, or even on voice mail. Messages might also be written for e-mail or for a memo, training manual, newsletter, bulletin board announcement, or policy directive. From top to bottom, each person in the organization must be careful to understand the message, apply it, and pass it along.

Upward Information Flow

Upward communication is just as vital as downward communication. To solve problems and make intelligent decisions, managers must learn what is going on in the organization. Since they can't be everywhere at once, executives depend on lower-level employees to furnish them with accurate, timely reports on problems, emerging trends, opportunities for improvement, grievances, and performance.

Other formal methods for channeling information upward include e-mails, group meetings, interviews with employees who are leaving the company, and formal procedures for resolving grievances. At Disney, two favorite methods are employee surveys (which give people a chance to comment anonymously on a wide range of issues) and focus groups (which allow employees to share their insights in specific subjects).

Horizontal Information Flow

In addition to the upward and downward flow of communication in the formal communication network, horizontal communication flows from one department to another, either laterally or diagonally. It helps employees coordinate tasks, and it is especially useful for solving complex and difficult problems. For example, the sales manager might write a memo or send e-mails to the vice president of finance, outlining sales forecasts for the coming period; or the plant manager might phone the director of advertising and promotion to discuss changes in the production schedule.

The amount of horizontal communication that occurs through formal channels depends on the degree of interdependence among departments. The most recent trend has been toward more cross-functional interaction.

1.1.2 Informal Communication Channels

Formal organization flows mentioned above illustrate how information is supposed to flow. In actual practice, however, lines and boxes on a piece of paper cannot prevent people from talking with one another. Every organization has an informal communication network—a grapevine—that supplements official channels. As people go about their work, they have casual conversations with their friends in the office. They joke and kid around and discuss many things: their apartments, their families, restaurants, movies, sports, and other people in the company.

Although many of these conversations deal with personal matters, business is often discussed as well. In fact, about 80 percent of the information that travels along the grapevine pertains to business, and 75 to 95 percent of it is accurate.

1.2 External Communication Network

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, and government and community representatives, by phone, fax, videotape, or letter.

1.2.1 Formal Contacts with Outsiders

Even though much of the communication that occurs with outsiders is casual and relatively unplanned, most organizations attempt to control the information they convey to customers, investors, and the general public. Two functional units are particularly important in managing the flow of external messages: the marketing department and the public relations department. Marketing has three basic responsibilities: to find out who customers are and what they want, to develop products that satisfy those needs, and to get the products into the customers' hands. As a consumer, you are often on the receiving end of marketing messages: face-to-face or telephone conversations with salespeople, direct-mail solicitations, TV and radio commercials, newspaper and magazine ads, blurbs advertising companies on the Internet, product brochures, and mail-order catalogs. Although these messages are highly visible, they present just the tip of the iceberg when it comes to marketing communication. 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 (also called the corporate communication department) manages the organization's reputation with various groups, including employees, customers, investors, government agencies, and the general public. Professional PR people may have a background in journalism, as opposed to marketing. They view their role as disseminating news about the business to the organization's various audiences.

Whereas marketing messages are usually openly sponsored and paid for by the company, public relations messages are carried by the media if they are considered newsworthy. The communication tools used by PR departments include news releases, lobbying programs, special events, booklets and brochures about the organization, letters, annual reports, audiovisual materials, speeches and position papers, tours, and internal publications for employees.

1.2.2 Informal Contacts with Outsiders

As a member of an organization, you are automatically an informal conduit for communicating with the outside world. In the course of your daily activities, you unconsciously absorb bits and pieces of information that add to the collective knowledge pool of your company. During a trip to the shopping mall, you notice how a competitor's products are selling; as you read the paper, you pick up economic and business news that relates to your work; when you have a problem at the office, you ask your family or friends for advice.

What's more, every time you speak for or about your company, you send a message. In fact, if you have a public-contact job, you don't even have to say anything. All you have to do is smile. Many outsiders may form their impression of your organization on the basis of the subtle, unconscious clues you transmit through your tone of voice, facial expression, and general appearance—which is one reason Disney enforces a strict grooming code for all employees who interact with the public.

Top managers rely heavily on informal contacts with outsiders to exchange information that might be useful to their companies. Although much of the networking involves interaction with fellow executives, plenty of high-level managers recognize the value of keeping in touch with "the real world." For example, Xerox executives spend one day each month handling customer complaints. Senior executives at Hyatt Hotels serve as bellhops, and Disney managers all take their turns in 80-to-100-pound character costumes at one of the theme parks.

1. 3 Principles of Business Communication

To compose effective written or oral messages, you must apply certain communication principles. These principles provide guidelines for choice of content and style of presentation, adapted to the purpose and receiver of your message. Called the "seven C's", they are completeness, conciseness, consideration, concreteness, clarity, courtesy, and correctness. Although we deal here with these principles on the sentence level, they are applicable to all forms of communication, from mere utterances and sentences to complete documents or presentations.

此为试读，需要完整PDF请访问：www.ertongbook.com

Completeness

A business letter requires completeness. When you initiate a message, check to make sure you have provided all the information the reader needs for thorough, accurate understanding. One way to help make your message complete is to answer the five W questions—*who, what, when, where, why*—and any other essentials, such as *how*. The five-question method is especially useful when you write requests, announcements, or other informative messages. See that all these questions are answered and all the matters are referred to completely. For instance, to order (request) merchandise, make clear *what* you want, *when* you need it, to *whom* and *where* it is to be sent, and *how* payment will be made. Sometimes when you answer an inquiry, you need to give something extra, when desirable.

Here are some examples of incomplete questions on faxes.

Fax 1 Incomplete question

Please fax me in return the departures from Singapore to Hong Kong on the 8th.

In responding to the above you would have to "give something extra" as to times of day, airlines flying that route, costs, and departure and arrival times.

Fax 2 Incomplete question

How come my request for an interview letter did not receive a response?

When was the letter sent? Who sent it? To whom was it sent? In other words, to answer Fax 2 would require a return letter or fax seeking answers to the above questions.

Conciseness

Conciseness is saying what you have to say in the fewest possible words without sacrificing the other C qualities. Being concise is the most important writing principle in writing a good business letter. A concise message is complete without being wordy.

In order to achieve conciseness, we should pay attention to the following aspects.

1) Use single-word substitutes instead of phrases whenever possible without changing meanings.

Wordy	Concise
in the near future	soon
will you be kind enough to…	please
at this time	now
due to the fact that	because

2) Omit "which" and "that" clauses whenever possible.

Wordy	Concise
The receipt that is enclosed documents your purchase.	The enclosed receipt documents your purchase.
It gives us much pleasure to inform you that…	We are pleased to tell you that…
She bought desks that are of the executive type.	She bought executive-type desks.

3) Avoid repetition of words in the same sentence.

Wordy	Concise
Please quote your best price for your best quality.	Please quote your lowest price for your best quality.
How do you account for the fact that the account is not correct?	How do you explain the fact that the account is not correct?

4) Omit unnecessary expressions.

Wordy	Concise
Please be advised that your admission statement was received.	Your admission statement has been received.
Allow me to say how helpful your response was.	Your last response was helpful.

5) Avoid overusing empty phrases.

Wordy	Concise
It was known by Mr. Smith that we must reduce inventory.	Mr. Smith knew we must reduce inventory.
There are four rules that should be observed.	Four rules should be observed.

6) Eliminate unnecessary prepositional phrases.

Wordy	Concise
The issue of most relevance is teamwork.	The most relevant issue is teamwork.
In most cases the date of the policy is indicated in the upper right corner.	The policy date is in the upper right corner.

7) Limit use of the passive voice.

Wordy	**Concise**
The total balance due will be found on Page 2 of this report.	The balance due is on Page 2 of this report.
The reports are to be submitted by employees prior to 5:00, at which time they will be received by Mr. Jones.	Please submit your reports to Mr. Jones by 5:00.

In all attempts to reduce wordiness, you must be careful not to distort meaning. Conciseness reflects the thoughtful elimination of unnecessary words.

More simplified expressions for reference

come to a decision — decide
express a preference for — prefer
owing to the fact that
due to the fact that — because…
for the reason that
at your earliest convenience — soon, promptly
please advise us — please let us know
as a matter of fact — in fact
be in possession of — have
by means of — by
in accordance with your request
complying with your request — as requested
in compliance with your request
dated July 7 — of July 7

Consideration

Consideration means preparing every message with the message receivers in mind, trying to put yourself in their place; you are considerate; you do not lose your temper; you do not accuse; you do not charge them without facts. You are, foremost, aware of their desires, problems, circumstances, emotions, and probable reactions to your request. Then handle the matter from their point of view. This thoughtful consideration is also called "you-attitude," empathy, the human touch, and understanding of human nature.

To create considerate, audience-oriented messages, focus on how message receivers will benefit, what they will receive, and what they want or need to know.

Insensitive	Considerate
You failed to enclose your check in the envelope.	The check was not enclosed.
You are completely off base in your proposal.	The proposed plan has three aspects that need clarification.

Another way to show consideration for your receivers is to accent the positive. This means stressing what can be done instead of what cannot be done, and focusing on words your recipient can consider favorably.

Negative	Positive
It is impossible to open an account for you today.	As soon as your signature card reaches us, we will gladly open an…
We don't refund if the returned item is soiled and unsalable.	We refund when the returned item is clean and resalable.

Concreteness

Concreteness in communication means being specific, definite, and vivid rather than vague and general. Often it means using denotative (direct, explicit, often dictionary-based) rather than connotative words (ideas or notions suggested by or associated with a word or phrase).

Vague	Concrete
Our apples are excellent.	Our apples are juicy, crispy and tender.
Smithson Company is our big buyer.	Smithson Company did more than one million USD.

Whenever possible, use an exact, precise statement or a figure in place of a general word to make your message more concrete.

The benefits to business professionals of using concrete facts and figures are obvious: Your receivers know exactly what is required or desired. When you supply specifics for the reader or listener, you increase the likelihood that your message will be interpreted the way you intended.

Clarity

Clarity is achieved by choosing plain and simple words, which are short, familiar, conventional and straightforward, which also means using the precise words and phrases in the right place to build effective sentences and paragraphs. For instance, when you have a choice between a long word and a short one, use the short, familiar word that your reader or listener will quickly understand.

Unfamiliar				
anticipate	commence	verification	approximate	terminate
utilize	subsequent	accommodate	facilitate	optimum
Familiar				
expect	start	proof	about	end
use	after	serve	help	best

In addition, the writer should construct effective sentences. Insert no more than one idea into a sentence. Limit average sentence length from 17 to 20 words.

Courtesy

Courtesy, playing an important role in business letter-writing, has two meanings.

1) Being very polite, even in asking the addressee to pay back the debts or refusing his demands, your letter still should be mild and tactful, avoiding expressions that might be offensive or misunderstood.

2) Being prompt in replying to the opposite party's letter, the reply should usually be sent on the same day. If it is impossible for you to give a prompt reply in detail on the same day, you should write a short note to the client explaining why.

Tactless	**More Tactful**
We can not comply with your request.	We are afraid that we can not…
Dear Sirs, we are sorry you have misunderstood us.	Dear Sirs, we are sorry we didn't make ourselves clear.
Your letter of May 8, regarding… has been received.	Your letter of May 8, regarding… has received our careful attention.
I rewrote that letter three times; the point was clear.	I'm sorry the point was not clear; here is another version.

Another requirement for courtesy is the use of nondiscriminatory language that reflects equal treatment of people regardless of gender, race, ethnic origin, and physical features. The suggestions selected here can be particularly useful for your written and oral business communication.

For a long period of time *man* was accepted to denote not only a male person but, generically, humanity at large. Today many people in the United States connect *man* with a "male human being." Thus the English language—more so than other languages—uses alternative expressions for *man* that are neuter in form.

Questionable	More Desirable
manpower	workers; employees; work force; personnel
man-made	manufactured; constructed
the best man for the position	built the best person; the best candidate for the position

English lacks a neuter singular pronoun signifying "he" or "she". Previously we accepted—and some persons still do—masculine pronouns in expressions as "anyone… he" or "each customer… his bill". The trend today is to avoid using *he, him,* and *his* when referring to the hypothetical person or humanity in general.

Questionable	More Desirable
Each customer will have the new changes noted on his bill.	Customers will have the new changes noted on their bills.
Each manager has an assigned parking place. He should park his car…	Every manager has been assigned a parking place. Each car should be parked in…
The executives may benefit from the stock options. He will…	The executives may benefit from the stock options. Each executive may…

Correctness

Correctness includes the correctness of forms of writing, of grammar, spelling and of punctuation, particularly of figures.

In order to be correct, the following four questions should be very carefully considered:

1) Is the accuracy of all factual information beyond question?
2) Are all the statements in strict conformity with policies and decrees?
3) Is the letter free from grammatical errors, spelling errors or misleading punctuation?
4) Are the commercial terms correctly used?

The correct use of words is a very important part of correctness. For example, some nouns are only used in singular form, such as

advice（建议 / 劝告）
correspondence（通信）
merchandise（商品）
dozen（打，指实数）
information（情报 / 资料）
literature（宣传用印刷品）

Some nouns, such as the names of commodities, are used as collective nouns, not using the plural form, such as

aluminiumware（铝制品）
chinaware（陶瓷器皿）
flatware（盘碟类）
bambooware（竹制品）
enamelware（珐琅铁器 / 搪瓷器皿）
glassware（五金器皿）

此为试读，需要完整PDF请访问： www.ertongbook.com