



复旦卓越·国际商务与管理系列教材

编委会主任 / 姚大伟

Guoji Shangwu Yingyu
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国际商务英语 信函及写作

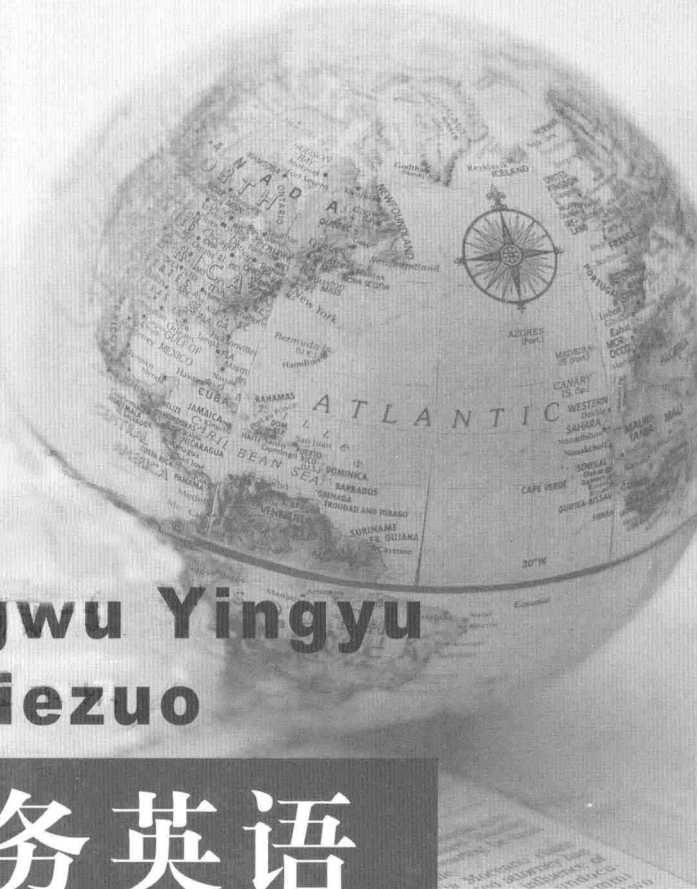
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■ 吴宝康 主编

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内 容 提 要

本教材以外贸业务环节为线索,根据外语认知特点、应用型本科及高职学生认知学习特点和课堂教学组织需要,在结构编排上以商务英语信函常用句法结构操练为核心,以最终完成国际商务各业务环节的信函写作为目标。考虑到学生的实际需要,本教材特意在最后一个单元的教学内容定为求职信函的写作学习。此外,为方便学习和今后工作,本教材第二版还附有包括练习题参考答案在内的五个附录。

本教材每个单元基本结构为相关业务知识的英语简介、样函8封、实用句型、写作指导及练习部分组成。练习部分又分为常规性练习(Part A)、进口商(买方)角度的练习(Part B)和出口商(卖方)角度的练习(Part C)。

总 序

30 年的改革开放已经使中国成为经济全球化的受益者,中国已成为对外贸易增长最快的国家之一。自 2002 年以来,我国的对外贸易连续 7 年保持两成以上的高速增长态势。2008 年外贸额达到 25 616 亿美元,居全球第三位。据世界银行预测:到 2020 年,中国有望成为居美国之后的世界第二大贸易国,并带动世界贸易的增长。对外贸易的快速发展必然对国际商务人才产生巨大的需求。

高等职业教育体系中的国际商务专业教学,是使该专业的学生能够在外经贸企业、外资企业、外贸管理等部门从事外贸销售、外贸制单、外贸跟单、进出口货物报关、报检、涉外商务代理、货运代理、船务代理、涉外商务谈判、咨询、商务文秘和其他涉外商贸服务和管理的工作。在知识结构、能力结构等方面,要求掌握基本的贸易政策、法规和国际惯例,能够具体运作国际商务中各个业务环节,并具有扎实的外语基础和应用能力。由于国际商务专业具有明显的技能型特点,因此在教学内容与手段上强调应用性和实践性。

应用型本科和高职高专院校的国际商务专业教学应以就业为导向,以培养高技能人才为目标,满足社会发展和经济建设的需要。在以就业为导向方面,目前我国已由相关部门推出了外销员、国际商务师以及报关员、单证员、跟单员、货运代理、报检员等职业从(执)业考试制度。明确的职业准入制度以及职位岗位能力要求,使得国际商务专业的教学有了与就业需求对接的“接口”,可以缩短学生毕业以后的职业“磨合”期。

为了适应国际商务专业教学教改以及就业需求导向的要求,我们在复旦大学出版社的组织下编写了“复旦卓越·国际商务与管理系列教材”——应用型本科和高职高专国际商务应用系列教材丛书。本套教材完全适合国际商务专业核心骨干课程的需要,同时兼顾了外销员、报关员、单证员、跟单员、货运代理、报检员等职业考试的要求,既可使

为广大应用型本科院校、高职高专院校学生的教材,还可供从事外贸业务的人员用作专业培训的参考用书,对参加有关职业考试的人员也大有裨益。

本系列教材的编写力求做到:

- (1) 以能力为本位,强调对学生应用能力的培养;
- (2) 注重技能的训练,在基本原理的基础上,将技能实训引进来,让学生通过实训学会解决问题;
- (3) 注重启发性,各章开头提供有本章学习要点、开篇案例等,让学生带着问题学习;
- (4) 具有综合性,将案例分析、小资料等与教材内容有机地结合,以开阔视野,锻炼学生把握复杂业务的技能;
- (5) 具有可操作性,在教材的各章之后附有一定量的思考题供学生消化,主要教材附有习题集或实训指导;
- (6) 与职业相衔接,在内容和练习等方面紧扣相关的考试要求;
- (7) 注重对新知识的介绍,国际贸易环境处在不断的变化之中,本教材尽可能地将这些新知识、新方式、新手段介绍进来,以提高学生的适应力。

参与本套教材编写的人员来自我国的天南地北,既有应用型本科院校也有高职高专院校,既有第一线的专业教师也有外贸从业人员,既有公办高等院校也有民办高等院校。经过集体反复讨论、修改、征求意见,最终确定了本套教材的出版计划和教材结构、特色,以及内容和体例。希望本套系列教材的付梓能够在国际商务专业的教学教改中发挥出重要的作用。

教育部高等教育高职高专经济类专业教学指导委员会委员

上海市高职高专经济类专业教学指导委员会主任委员

复旦卓越·国际商务与管理系列教材编委会主任

姚大伟

2009年2月于上海

第二版前言

国际商务英语信函写作能力是应用型国际贸易人才应具备的基础素质。

为适应社会经济发展对应用型人才的需求,本教材的编写着眼于应用型本科和高等职业教育人才培养目标,充分体现应用型本科、高等职业教育的特色,以强化应用为重点,紧密联系业务实际,注重应用能力培养,强化实际应用,突出针对性和实用性。

本教材以外贸业务环节为线索,根据外语认知特点、应用型本科及高职学生认知学习特点和课堂教学组织需要,在结构编排上以商务英语信函常用句法结构操练为核心,以最终完成国际商务各业务环节的信函写作为目标。考虑到学生的实际需要,本教材特意在最后一个单元的教学内容定为求职信函的写作学习。此外,为方便学习和今后工作,本教材还附有4个附录,提供:有关美国州名标准缩写;加拿大省名标准缩写;常用地址和商务机构缩略语;世界主要机场、港口名称英中对照表。

本教材每个单元基本结构为相关业务知识的英语简介、样函8封、实用句型、写作指导及练习部分组成。练习部分又分为常规性练习(Part A)、进口商(买方)角度的练习(Part B)和出口商(卖方)角度的练习(Part C)。

每个单元的实用句型、写作指导及练习中的句型操练、连词成句、英汉互译、补译信函和情景任务写作等内容,无不贯彻“句法结构”操练的语言学习方法,从各个不同侧面和不同写信人角度反复强化英语句法结构,强调以句子为单位的国际商务英语信函写作学习。以这种学习方法为主线编排的教材,有利于使一门在应用型本科和高职学生看来较难的专业英语课程,在教与学两个方面都更有趣味性和可操作性。其中信函写作部分采用任务教学法,通过完成真实外贸过程中撰写信函的任务提高学生商务英语应用能力,注重应用能力的培养和锻炼,体现了应用型本科和高职专业英语教学以应用为重点的特色。

本教材各章后所有练习题的详细参考答案,此次第二版修订时放入附录I,专供教师授课讲解练习时参考。在此情况下,我们建议,教师讲解练习的重点应放在引导学生理解句子和语言运用能力方面。

另须说明的是,本教材中所有的信函地址、公司名称皆为虚拟。为节省篇幅,信函地址中的电话、传真、电子邮件、公司网页等内容均不提供。

本教材第一版编写的具体分工如下:

吴宝康:主编,规划制定编写大纲,负责全书的最终修改增删,统稿定稿;编写第一、二单元;编写第二至第十三单元的相关业务介绍和是非题;编写书末的4个附录。

李国平:副主编,协助全书修改增删;编写第三、四、十一单元。

李芳兰:编写第五、十单元;编写第二至第十四单元的写作指导及相应习题。

燕 峰:编写第十二、十三单元;协助修改第二至第十四单元写作指导。

张丽莉:编写第八、九单元。

王小妮:编写第六、七单元。

王婷婷:编写第十四单元。

第二版的修订增补工作主要由吴宝康负责,李芳兰、王婷婷及其他参编者部分参与。

现在的学生大多适应了应试式被动学习,习惯于选择题类的学习英语方式而忽视语言意义的理解和掌握,以至于产生不会写的问题。因而如何培养他们运用语言进行英语写作的实际能力实非易事。本教材第一版虽有好评,编写思路得到肯定,不妥之处仍然难免。所以借此机会,在已收集到的反馈意见基础上,做了较多的修订增补,以使第二版更符合教学的实际需要。我们谨此感谢各方的建设性意见。第二版若有不妥之处,敬请各位同仁、读者不吝赐教,批评指正。

吴宝康

2013年6月

目 录

Unit 1 Essentials of a Business Letter

商务信函的基本要素 1

1.1 Layout of a Business Letter 1

1.2 Letter Styles 7

1.3 Addressing Envelopes 10

1.4 Faxes and E-mails 11

Exercises 14

Unit 2 Starting Business and Establishing Business Relation

开始业务与建立业务关系 17

2.1 Related Business Knowledge 17

2.2 Text 19

2.3 Useful Sentences 27

2.4 Writing Tutorial: Deciding the Type of Your Letter 28

Exercises 31

Unit 3 Enquiries and Quotations

询价与报价 38

3.1 Related Business Knowledge 38

3.2 Text 39

3.3 Useful Sentences 46

3.4 Writing Tutorial: Beginning of a Business Letter 47

Exercises 49

Unit 4 Offer, Counter-offer, Acceptance and Refusal

发盘、还盘、接受或拒绝 57

4.1 Related Business Knowledge 57

4.2 Text 59

4.3 Useful Sentences 68

4.4 Writing Tutorial: Singling out the Key Purpose of Your Letter 70

Exercises	71
Unit 5 Credit and Status Enquires and Their Replies	
资信查询及其回复	79
5.1 Related Business Knowledge	79
5.2 Text	81
5.3 Useful Sentences	88
5.4 Writing Tutorial: Correct Paragraphs	91
Exercises	91
Unit 6 Order, Acceptance and Refusal	
订单、接受订单以及谢绝订单	100
6.1 Related Business Knowledge	100
6.2 Text	102
6.3 Useful Sentences	110
6.4 Writing Tutorial: Making a Businesslike Ending	112
Exercises	113
Unit 7 Conclusion of a Business and the Fulfillment of a Contract	
交易的达成和合同的履行	121
7.1 Related Business Knowledge	121
7.2 Text	122
7.3 Useful Sentences	132
7.4 Writing Tutorial: Proper Wording	135
Exercises	138
Unit 8 Letters to Discuss Payment	
洽谈支付方式信	145
8.1 Related Business Knowledge	145
8.2 Text	148
8.3 Useful Sentences	155
8.4 Writing Tutorial: Composing Appropriate Sentences	157
Exercises	158
Unit 9 Urging the Establishment and Amendment of L/C	
敦促开立和修改信用证	165
9.1 Related Business Knowledge	165
9.2 Text	166
9.3 Useful Sentences	174

9.4 Writing Tutorial: Keeping Coherence	175
Exercises	177
Unit 10 Packing, Marking and Shipment	
包装、运输标志以及装运	186
10.1 Related Business Knowledge	186
10.2 Text	189
10.3 Useful Sentences	196
10.4 Writing Tutorial: Using the Correct Punctuation	200
Exercises	201
Unit 11 Marine Insurance	
海运保险	211
11.1 Related Business Knowledge	211
11.2 Text	215
11.3 Useful Sentences	222
11.4 Writing Tutorial: Revising and Checking for Any Possible Mistakes	223
Exercises	225
Unit 12 Letters to Discuss Agencies	
洽谈代理业务信	233
12.1 Related Business Knowledge	233
12.2 Text	235
12.3 Useful Sentences	242
12.4 Writing Tutorial: Business Writing Principles — Six Cs	247
Exercises	249
Unit 13 Complaints, Disputes, Claims and Their Settlements	
投诉、争议、索赔及其解决	258
13.1 Related Business Knowledge	258
13.2 Text	260
13.3 Useful Sentences	267
13.4 Writing Tutorial: Avoiding Dangling Modifiers	273
Exercises	274
Unit 14 Application Letters	
求职信	282
14.1 Related Business Knowledge	282

14.2	Text	286
14.3	Useful Sentences	296
14.4	Writing Tutorial: Paying Attention to the Sentence Structure	299
	Exercises	300
Appendix I	各章练习题参考答案	306
Appendix II	美国州名标准缩写	387
Appendix III	加拿大省名标准缩写	388
Appendix IV	常用地址和商务机构缩略语	389
Appendix V	世界主要机场、港口名称英中对照表	390

Unit 1 Essentials of a Business Letter

商务信函的基本要素

1.1 Layout of a Business Letter

A business letter may have as many as 12 parts or more, each having different function and conveying different message. Below is a sample letter with nearly all the necessary parts of a business letter. We shall explain them one by one.

1.1.1 Letterhead

Letterhead is also called heading. It contains such information as the name of the sender's company, address, telephone number, fax number, and e-mail address, etc. But in this textbook, we omit telephone numbers and fax numbers in order to save space.

1.1.2 References

People use references to number the business letters so as to keep file and to link the present business letter with earlier letters of the same business. The ways to make references are:

- 1) to put them in the space below the letterhead the following words:

 Your ref.: ...

 Our ref.: ...

- 2) to type the recipient's reference in the place of subject line:

 Dear Sir,

 Your ref: HY-2009-09-29

- 3) to mention the recipient's reference in the first paragraph of the letter:

 Dear Sir,

 Thank you for your letter of October 4th, 2009, reference HY-2009-09-29.

1. Heading (信头)	International Trading Co., Ltd. 17 Cantley Rd. London, SW England
2. Dateline (日期)	February 4, 20--
3. Reference (编号)	Ref: WP0204
4. Inside Address (封内地址)	Thomas & Co. Ltd. 77 Lewis St. Springvale Victoria 3171 AUSTRALIA
5. Attention Line (注意项)	Attention: Ms. Jessie Maria
6. Salutation (称呼)	Dear Ms. Jessie Maria,
7. Subject Line (标题)	Subject: The Layout of a Business Letter
8. Body of the Letter (正文)	You are reading a letter containing all the parts of a business letter. You are supposed to write letters with proper layout in this way. The heading is usually printed while the inside address is absolutely necessary in a formal business letter. The reference number, however, is quite optional. The use of it is for the convenience of both the sender and the recipient as it will help a lot in establishing an immediate linkage with the previous letters exchanged of the business being discussed. The attention line, if any, may follow the inside address as it is really a part of the address. It should also be placed on the envelope. But the attention line may not be absolutely necessary. It all depends on your real need. The subject line may follow the salutation. It is considered part of the body of the letter. The most important part of all, of course, is the body of the letter. To construct this part, you are supposed to observe some rules which will be explained below with other parts of a business letter. We hope you will understand the function of all these elements after your study of this unit.
9. Complimentary Close (信尾客套话)	Yours faithfully,
10. Company Signature (公司署名)	International Trading Co., Ltd.
11. Signer's Identification (签名者身份)	Cynthia Liu (Ms.) Cynthia Liu
12. Enclosure (附件)	Encl: Information about a Business Letter President

1.1.3 Dateline

Dateline marks the date of the letter. But you should follow the usual ways to type the date of a letter, or it will cause some inconvenience to your reader:

1) day / month / year:

12th March, 2010

or: 12(th) March 2010 (without a comma between month and year)

2) month / day / year:

March 12th, 2010

or: March 12(th) 2010

Please don't write in such ways as "12-3-2010" or "12/3/2010" as it is easy to confuse your reader: Does it mean March 12, 2010 or December 3rd, 2010? If you write in "Mar. 12, 2010", people understand it but since it is informal, it will not leave a good impression on some people.

1.1.4 Inside Address

The inside address of your reader is actually the same mailing address on the envelope. It is usually put in the upper left side corner below the dateline.

The address may include the following items:

1) name and title (position) of the reader

2) name of the company

3) business address:

a) house number

b) street

c) city or town

d) county or state and its post-code

e) country

Here is an example:

Mr. Henry Smith, President

Jackson and Sons, Inc.

223 Western Avenue

New London, Connecticut 06320

U. S. A.

1.1.5 Attention Line

The attention line is usually used when you want it to be handled by a specific

individual at the company. Otherwise, you don't have to use it. The attention line may be underlined or typed in capitals:

ATTENTION: DR BLAKE WOOD

or: Attention: Dr Blake Wood

1.1.6 Salutation

The usual ways to use salutation are as follows:

- 1) Traditional salutation is "Dear" followed by the reader's title and last name:

Dear Mr. Smith, /Dear Mrs. Smith, /Dear Miss Smith, /Dear Professor Smith,

- 2) If you are fairly well acquainted with your reader, use "Dear" followed by the first name:

Dear Jessie,

- 3) If you do not know the name of the person you are writing to, use a general salutation:

Dear Sir, / Dear Madam,

- 4) If you write sales letters without individual address, you may say:

Dear Customer,

Punctuation following a salutation can either be a colon (:) (American way) or comma (,) (British way) or without any punctuations at all.

1.1.7 Subject Line

Subject line usually uses a brief phrase to define what the letter is going to talk about. It can either be placed under the salutation or above it:

Subject: Project AC00408

Re: Price quotation for men's shirts

PURCHASE ORDER NO A4438

1.1.8 Body of the Letter

The body of the letter is the actual message of your writing. To make your writing effective, you may follow some usual principles. They can be summed as six Cs, namely "Clearness", "Comprehensiveness", "Conciseness", "Correctness", "Consideration" and "Courtesy".

- 1) Clearness means conveying your message to the recipient without being misunderstood. Please write in simple, clear and polite language, avoiding stereotyped phrases and commercial jargon. Equally important is not to talk in one

letter many different problems that need the attention of different persons.

2) Comprehensiveness requires complete information the readers will need. Be sure to include necessary information so as to avoid the trouble of busy exchange of correspondence which sometimes results in the loss of time and what is worse, loss of opportunity.

3) Conciseness helps a lot to make business letters clear and effective. One simple way to shorten a document is to get rid of unnecessary long words and phrases. Please write short paragraphs, keeping one topic within one paragraph.

4) Correctness means to observe the conventions of spelling, grammar, punctuation, usage and so forth. You should write complete and grammatically correct sentences.

5) Consideration, or in another term, the “you-attitude”, becomes more and more important in business writing. Good business writing can and should promote good relations between you and your reader. This means you should share your reader’s points of view and keep your reader’s needs in mind in order to achieve your desired effect.

6) Courtesy is one of the ways to show respect to your reader. Effective business writing should always be courteous. In fact, the success of your business depends largely on how you treat people.

Apart from what are mentioned above, we should know that generally a letter will be three or more paragraphs in length. The first paragraph introduces the subject of the letter, the second discusses the message in detail, and the third concludes it.

1.1.9 Complimentary Closing

This is a polite, formal way to end a letter. Standard forms are:

Sincerely / Sincerely yours / Yours sincerely

Yours truly / Truly yours / Yours very truly / Very truly yours

Yours faithfully

1.1.10 Company Signature

This is often omitted from less formal letters since this information appears in the letterhead. But some prefer that company name appears in the signature for strict legal responsibility.

1.1.11 Signer’s Identification

This includes the writer’s signature and the writer’s titles: