

21世纪高职高专精品教材

经济贸易类

外贸英文函电

English Business Correspondence

郝美彦 主 编
韦漫江 李 莹 副主编

 东北财经大学出版社
Dongbei University of Finance & Economics Press

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前 言

随着经济全球化步伐的加快,中国与世界各国的经贸往来日趋频繁,对从事外经贸业务的人才的需求日益旺盛,对外贸业务人才的素质要求也日益提高。为此,我们特编写本书,目的就是提高高职高专学生从事外经贸业务的能力,从而培养既熟悉外贸实践,又有较高英语交际水平的技术应用型人才。

本书具有以下几个特点:

1. 以外贸业务活动中的工作任务分析为基本手段,针对进出口贸易活动顺序来设计教材内容(包括交易的准备阶段写作、交易的磋商阶段写作、合同的履行阶段写作、其他信函写作、综合写作技能训练等)。

根据《教育部关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)的精神,结合课程的特点,本书以职业工作过程为导向进行内容设计,使独立、离散的知识得到有机串接,改变了理论教学与实践教学脱节的状况,实现了学科课程向工作体系课程的跨越。这是本书与以往同类型教材的截然不同之处,也是本书的最大特色。

2. 注重学生的参与性和实践性,强调与学生的互动和交流。

著名教育家蒙特梭利曾说过:“我听到的,我忘记了;我看到的,我理解了;我做过的,我记住了。”多年的教学实践使我们深深地认识到了在职业教育教学过程中注重学生的参与性和实践性,强调与学生的互动和交流,以及“边学边练”的重要性。所以,在教材的编写过程中,我们做到了合理取舍,精心编排,切实以真实的工作过程为载体设计教学内容,强化学生职业能力的培养。为了培养学生的动手能力,本书在每一个任务项目中都安排了两个小栏目——“课堂讨论”、“写作实践”,这两个小栏目便于学生在学习典型样信之后归纳出写作要点,通过练习掌握写作技巧;在每一个任务项目后都配有写作训练案例,这样可以强化学生的写作能力。为了强化学生的综合写作能力,本书的最后一个单元还安排了“综合技能训练”,从“交易的准备”、“交易的磋商”一直到“交易的履行”及日常的书信往来,对整个外贸业务信函往来过程进行了综合模拟设计。

3. 在每一个任务项目的开始都设计了“相关知识”栏目,把与外贸书信写作

有关的进出口贸易知识以及写作背景作了详细介绍。本书还安排了“常用句型”,便于学生掌握书信写作的技巧。

4. 对样信的讲解较为详细,方便学生预习和掌握关键词汇、短语。

5. 配有光盘,光盘中有课件、习题答案、书信阅读等内容,便于进行多媒体教学。

本书包括6个任务共16个项目,主要内容为:基础知识(商务信函的结构、格式),交易的准备阶段(建立业务关系),交易的磋商阶段(询盘、报盘、还盘以及接受),合同的履行阶段(开立和修改信用证、租船订舱和装运、投保、保险与索赔),其他信函写作(寻求代理和请求担任代理、祝贺与感谢信、促销与邀请信、求职信),综合技能训练(从交易的准备、交易的磋商到交易的履行及日常的信函往来)。

本书适用于高职高专国际经济与贸易、商务英语、电子商务、市场营销、工商管理等专业类的教学,也可供从事外贸业务活动的从业人员自学或参考用。

本书由郝美彦主编,韦漫江、李莹担任副主编,李利参编。编写本书的具体分工如下:任务一、任务二、任务三的第五单元、任务五由山西省财政税务专科学校郝美彦编写;任务三的第一、二、三、四单元由山西省财政税务专科学校韦漫江编写;任务四的第一、二单元由山东服装职业学院李莹编写;任务四的第三、四单元、任务六由河南经贸职业学院李利编写。

在编写本书的过程中,我们参考并借鉴了国内外诸多专家、学者的研究成果和大量的文献资料,以及一些商业网站的资料,并得到了东北财经大学出版社、山西省财政税务专科学校的领导、老师的大力支持,在此一并表示衷心的感谢!

由于时间仓促,书中疏漏、错误之处在所难免,恳请广大师生和读者给予批评指正,并将意见和建议及时反馈给我们。

编者
2009年11月

Contents

Task 1 Basic Knowledge

Unit 1 Introduction	1
1.1 Several Important Principles of Good Writing	2
1.2 The Structure and Layout of a Business Letter	3
Samples	7
Discussion	12
Practice	12
Skill Training	12

Task 2 Preparation of Business

Unit 2 Establishing Business Relations	14
Relevant Knowledge	14
Useful Sentences	14
Specimen Letters	15
2.1 Importer Writes to the Exporter(1)	15
2.2 Exporter Writes to the Importer	16
2.3 Importer Writes to the Exporter(2)	19
Discussion	19
Practice	19
Skill Training	20

Task 3 Negotiation of Business

Unit 3 Inquiry	22
Relevant Knowledge	22
Useful Sentences	22
Specimen Letters	23

2 外贸英文函电

3.1 First Inquiry	23
3.2 Specific Inquiry (1)	24
3.3 General Inquiry	25
3.4 Specific Inquiry (2)	26
Discussion	27
Practice	27
Skill Training	27
Unit 4 Offer	29
Relevant Knowledge	29
Useful Sentences	29
Specimen Letters	30
4.1 Non-firm Offer(1)	30
4.2 Firm Offer(1)	31
4.3 Non-firm Offer(2)	32
4.4 Firm Offer(2)	32
Discussion	33
Practice	33
Skill Training	33
Unit 5 Counter-offer	36
Relevant Knowledge	36
Useful Sentences	36
Specimen Letters	37
5.1 Counter-offer—Price(1)	37
5.2 Counter-offer—Payment	38
5.3 Counter-offer—Price(2)	39
5.4 Reply to the Counter—Offer	40
5.5 Counter-offer—Quantity	41
Discussion	41
Practice	41
Skill Training	42
Unit 6 Acceptance	44
Relevant Knowledge	44
Useful Sentences	44

Specimen Letters	45
6.1 Place an Order (1)	45
6.2 Confirm Supply	46
6.3 Send a Contract	47
6.4 Place an Order (2)	47
Discussion	48
Practice	48
Skill Training	49
Unit 7 Contracts and Agreements	51
Relevant Knowledge	51
Useful Sentences	51
Specimen Letters	52
7.1 Sales Contract	52
7.2 Purchase Confirmation	56
7.3 Exclusive Agency Agreement	58
Discussion	62
Practice	62
Skill Training	63
Task 4 Implementation of Contract	
Unit 8 Establishing and Amending an L/C	65
Relevant Knowledge	65
Useful Sentences	66
Specimen Letters	67
8.1 Urge the Establishment of an L/C(1)	67
8.2 Urge the Establishment of an L/C(2)	68
8.3 Reply to the above Letter	70
8.4 Extend the L/C	72
8.5 Amend the L/C(1)	73
8.6 Amend the L/C(2)	74
8.7 Change the Payment Term	77
Discussion	79
Practice	79

4 外贸英文函电

Skill Training	79
Unit 9 Chartering Ship and Effecting Shipment	82
Relevant Knowledge	82
Useful Sentences	82
Specimen Letters	83
9.1 Inquire Freight (1)	83
9.2 Inquire Freight (2)	84
9.3 Inquire Freight (3)	84
9.4 Reply (1)	85
9.5 Shipping Instruction	85
9.6 Urging Shipment	86
9.7 Reply (2)	88
9.8 Shipping Advice	90
Discussion	91
Practice	91
Skill Training	92
Unit 10 Covering Insurance	95
Relevant Knowledge	95
Useful Sentences	96
Specimen Letters	97
10.1 Apply for Insurance	97
10.2 Confirm Having Covered Insurance	98
10.3 Ask for Additional Insurance	99
10.4 Insurance Policy	100
Discussion	101
Practice	101
Skill Training	101
Unit 11 Making a Complaint and Claim	103
Relevant Knowledge	103
Useful Sentences	104
Specimen Letters	105
11.1 Complaint and Claim—Inferior Quality	105
11.2 Complaint and Claim—Wrong Articles and	

the Inferior Quality	106
11.3 Reply	107
Discussion	108
Practice	108
Skill Training	108

Task 5 Other Letters Writing

Unit 12 Seeking and Asking to Be an Agent 110

Relevant Knowledge	110
Useful Sentences	110
Specimen Letters	111
12.1 Seek an Agent	111
12.2 Reply(1)	112
12.3 Ask to Be an Agent	113
12.4 Reply(2)	113
12.5 Reply(3)	114
Discussion	115
Practice	115
Skill Training	115

Unit 13 Congratulation and Appreciation Letter 117

Relevant Knowledge	117
Useful Sentences	117
Specimen Letters	118
13.1 Congratulation Letter(1)	118
13.2 Congratulation Letter(2)	119
13.3 Appreciation Letter(1)	119
13.4 Appreciation Letter(2)	122
Discussion	123
Practice	123
Skill Training	123

Unit 14 Promotion and Invitation Letter 125

Relevant Knowledge	125
Useful Sentences	125

6 外贸英文函电

Specimen Letters	126
14.1 Promotion (1)	126
14.2 Promotion (2)	127
14.3 Invitation (1)	128
14.4 Invitation (2)	128
14.5 Reply to Invitation	129
Discussion	129
Practice	130
Skill Training	130
Unit 15 Job-application Writing	132
Relevant Knowledge	132
Useful Sentences	132
Specimen Letters	134
15.1 Cover Letter	134
15.2 Resume	136
15.3 Follow-up Letter	137
Discussion	138
Practice	138
Skill Training	139
 Task 6 Integrative Writing Skill Training	
Relevant Knowledge	141
Letter Writing	141
Bibliography	161

Task 1

Basic Knowledge

Unit 1

Introduction

Learning outcomes

1. Understand several important principles of good writing.
2. Grasp the structure and layout of a business letter.

With the rapid development of China's economy, China has more business communications with foreign countries. Nearly all important business communications are eventually put into writing. No modern business could exist for long without letters and other forms of written communication. In companies, many letters are sent out or received to or from suppliers, wholesalers, prospective purchasers, middlemen and so on.

When a letter is sent out, it contributes to the company's image. Both the message and the layout of the letter are important. If the letter is curt, the company appears abrupt; if the letter is dull, the company appears stodgy; if the letter is discourteous, the company appears dominated. On the other hand, if the letter is clear, the firm seems competent; if the letter is courteous, the firm seems helpful. Regardless of who writes the letter, message will reflect the image of the company of the writer. But how can we write a good business letter?

1.1 Several Important Principles of Good Writing

Courtesy Courtesy means treating people with respect and sincerity. It is a key factor influencing our success in the business world. The following are examples of expressions that reflect courtesy:

- (1) Would you please send us your latest price list?
- (2) We would like you to send us your catalog.
- (3) I'm pleased to explain the situation more fully.
- (4) Please accept my apology for the delay in sending you samples.

Completeness Completeness means the letter should include all the details needed. Firstly, write all essential points in your letter. Secondly, volunteer something extra, which you think, may be helpful to your customer. Thirdly, offer alternatives you are able to give when you can't meet the requirements of the customer. Look at the following paragraphs:

(1) Thank you for your inquiry of August 7th. We are pleased to offer you "Lenovo" computers at US \$ 5 000 per piece FOB Shanghai for delivery before the end of September. We usually accept an L/C, but we also consider D/P terms of payment for an order bigger than 300 pieces.

(2) We also invite your attention to our other products such as table cloth and table napkins, details of which you will find in the catalog, and look forward to receiving your first order.

(3) You may contact our business connection in Shanghai for the goods you need. But perhaps you would like to consider our semi-gloss printing paper of Tianjin make, which is of similar quality.

Consideration Consideration means to think the reader first. Firstly, emphasize the "you" and "your" instead of "I" and "my". Secondly, emphasize the reader's interests rather than your own concern. Thirdly, express your sincere desire to be of your help. Examples are as follows:

1. You can get US \$ 2. 80 profit on each "Forever" earphone you sell at US \$ 6. 8, for your cost is only US \$ 4. 00.

2. Your check here before September 8th will maintain the sound credit rating of your business. Of course, **your credit reputation** is a valuable asset that you want to

keep; but your account is now three months past due. Please don't delay another day.

3. We don't have the item at present. We can, however, meet your requirements next year. Can we have the pleasure of serving you then?

Correctness Correctness means the message must be grammatically correct and logically organized. Correctness in business writing is imperative because incorrect message of the letter will create a bad first impression and do harm to business.

The following sentences are incorrect. Please correct it:

(1) The delivery was found to be correct when it was examined; the invoice contained a serious mistake.

(2) As a customer of our company, I am sure you will want to take advantage of the best price we can quote for this item.

The business letter is the principal means used by a company to keep in touch with its customers. The customers form their impression of the company from the letters. So the above-mentioned principles must be borne in your mind when writing business letters.

1.2 The Structure and Layout of a Business Letter

1.2.1 *The Structure of a Business Letter*

A business letter usually includes the following parts:

(1) **The Letterhead**

The letterhead shows where the letter comes from. It includes the company's name and address, the telephone number, telex, fax codes and ZIP code. Most companies use letterhead stationery for the first page of every letter. The company's details are typed in the stationery. In most cases, the written letterhead is put at the right top corner. Some companies put it at the left top corner or in the middle. For example:

Newsven Co. ,LTD.

Shanghai office:

9FL. No.2601 XIETU Road

Shanghai. China.

TEL: 021 - 64261058

TELEX: 12365 Newsven

P. O. BOX 200030

(2) The date

The date is necessary because business letter is usually placed in a file and used as a form of documentation. The date line consists of the date, the month, and the year. The date is usually placed below the letterhead. But sometimes it is placed above the inside address. Two wide styles are acceptable:

July 7,2009 (American style)

7th July 2009 (British style)

(3) The inside address

The inside address includes the receiver's name, title, and address. It is the same as the address on the envelope. The inside address is set at the left margin above the salutation. For the sender, the inside address can avoid any mistake; for the receiver, it can be used for a file especially when the envelope and letter page is separated. For example:

Ms. A Coates
Belle View Textiles plc
6 West Way
Belle View
Manchester
UK.

(4) The salutation

The salutation is the conventional greeting which begins the message. It serves the same purpose as saying "hello" on the telephone or to meet someone. It usually follows the inside address. Examples of typical salutations are:

British style

American style

Dear Sirs,

Dear sirs: