

新世界
NEW WORLD

商务英语系列教材
BUSINESS ENGLISH



商务 英语函电 (第二版)

Business English Correspondence (Second Edition)

檀文茹 主编



对外经济贸易大学出版社

University of International Business and Economics Press



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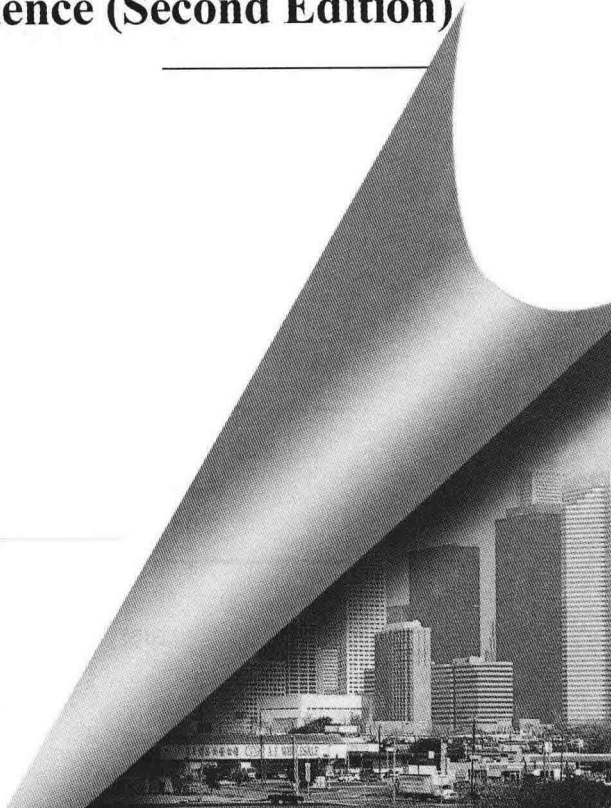
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Business English Correspondence
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出版说明

“新世界商务英语系列教材”是对外经济贸易大学出版社与对外经济贸易大学、东北财经大学、广东外语外贸大学、上海财经大学、上海对外贸易学院等院校联手推出的一套面向不同层次、涵盖不同模块的商务英语系列立体化教材。

本套教材面向三个层次：研究生、本科和高职高专。研究生层次的商务英语适用于全国各高等院校商务英语方向以及财经类专业的硕士研究生。整体思路贯彻《研究生英语教学大纲》和《考试大纲》，适应全国研究生英语教学发展的新要求。本套全国高等院校研究生商务英语系列教材由阅读教程、翻译教程、写作教程、听说教程以及配套多媒体课件组成。

本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向和国际贸易、国际经济、国际工商管理 etc 商科专业的学生。

高职高专层次的商务英语教材按照教学模式设置，包括语言技能教材和商务谈判、国际贸易实务、外贸英文制单、商务礼仪等商务知识核心教材。

针对本科层次商务英语教学模式和课程设置，商务英语方面的教材涵盖下述三大模块：语言技能、混合模块（语言技能+专业知识）、商务专业知识。

上述的每套子系列教材都自成体系，合在一起又形成有机的整体。本套教材不是封闭的，而是随着教学模式、课程设置和课时的变化，不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源，与时俱进、推陈出新，整合出一套不断更新、日趋完整的商务英语系列教材，以实现我们为广大读者提供服务的口号：“读经贸图书，做国际儒商”（Get versed in economic and commercial subjects, and succeed in the international business arena）。

编撰者们不仅具有丰富的语言教学经验，而且具备商务活动的实践经验，或者曾任驻外商务领事，或者获得工商管理、经济学等商科专业的硕士、博士学位。他们集教学经验和专业背景于一身，这是本套商务英语系列教材编撰质量的有力保证。

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版前言



《商务英语函电》一书自 2010 年第一次出版以来，受到了广大师生和英语爱好者的欢迎和广泛好评。随着世界经济和技术的不断发展，特别是电子商务和电子技术的发展以及世人对环境保护的重视，商务英语写作也随之发生了一些变化。纸版函电越来越少，取而代之的是大量通过电子媒介进行的沟通，电子邮件逐渐取代了传统的纸质函电。因此，在第一版《商务英语函电》的基础上，本书做了一些修订，例如增加了电子邮件的写作技巧，对不适合当今社会沟通方式的表达和格式进行了修改和删除，力求帮助学生更好地适应迅速发展的国际商务工作的需要。

本书保留了原来的章节，共分十三章，主要由三部分内容构成：

- 一、国际商务英文函电（包括电子邮件）的格式、组成部分、写作原则、组织等。
- 二、外贸业务中各个重要环节，包括建立贸易关系、询盘、报价、还盘、订货、付款方式、包装、运输、保险、索赔理赔等各个阶段外贸函电写作的格式和技巧。
- 三、商务社交信函，包括感谢信、致歉信、邀请信、祝贺信等的写作技巧。

本书第一版中，檀文茹老师负责提供写作大纲和各章的主要参考资料，第 1、4、5、6、7、8、9 章主要由魏静雯老师编写，第 2、3、10、11、12、13 章主要由熊云影老师编写，檀文茹老师参与个别章节的编写以及统稿和审稿的工作。

第二版的改编工作由檀文茹老师完成。

这本书主要针对国际贸易、国际商务等专业的学生，但内容具备普遍性，对其他从事或准备从事商务或管理的人员来说都有参考价值。

本书在编写的过程中，参考了若干国内外的商务英语写作以及国际贸易实务方面的教材、专著以及网站，谨此对所有版权所有者和作者表示感谢。

由于编者水平有限，书中难免有不妥之处，欢迎专家及读者批评指正。

本书配有 PPT 教学课件和电子版辅导用书，请登录 <http://www.uibep.com> 下载。

编者 檀文茹

2015 年 11 月于北京中国人民大学

前

言



《商务英语函电》一书旨在帮助学生了解对外贸易业务的各个环节，学习和掌握英语在各个业务环节中的应用，通晓对外贸易工作中书写业务函电的技巧和方法，熟悉英文商务信函的书写形式和行文要求，为今后可能从事的经贸工作提高书面表达能力，使学生认识到良好的交流和交际能力在商务活动中的重要性，以适应外经贸工作过程中用书面形式与国外客户进行联络的实际业务需要。

本书共分十三章，主要由三部分内容构成：一、国际商务英文函电的格式、组成部分、写作原则、组织等；二、外贸业务中各个重要环节，包括建立贸易关系、询盘、报价、还盘、订货、付款方式、包装、保险、装运、索赔理赔等各个阶段外贸函电写作的内容和技巧；三、商务社交信函，包括感谢信、致歉信、邀请信、祝贺信等的写作技巧。

本书的主要特点：

1. 为了使学生熟悉商务英语并增强对相关基础知识的理解，本书使用中英双语进行讲解；

2. 每一章中都有外贸实务相关内容介绍，学生不仅能复习和巩固外贸基础知识，还能对本书内容有更好的理解、掌握和应用；

3. 根据最新的商务信函写作趋势，本书选取了大量的实例，并就实例进行了详细的解析，使学习者更易于理解和套用；

4. 本书设计了贯穿每一章的与实际紧密结合的案例，根据每章内容构建相关的信函实例，增加了实用性和趣味性；

5. 每章都有相关的写作场景练习，提供更多可能面临的商务情景及范例；

6. 为了使学生扩充知识和方便学习，附录中提供了商务函电中常用的术语、缩略语，以及单据样本；

7. 范文内容都有详细的词汇讲解，并通过大量的练习、常用语句总结等深化和巩固所学知识；

8. 为了方便广大教师教学和相关人士学习实用，还编写了和本书配套使用的多媒体课件以及辅导用书，方便自学。

这本书主要针对国际贸易、国际商务等专业的学生，但其内容具有普遍性，对

参加自学考试的学生和其他从事或准备从事国际贸易的人员来说都是非常有参考价值的。

由于编者水平有限，书中难免有不妥之处，欢迎读者批评指正。

本书配有 PPT 教学课件，请登录 <http://www.uibep.com> 下载。

编 者
2010 年 9 月

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Format and Parts of Business Letters

商务信函的格式和组成部分

学习目标

- 熟悉商务信函和电子邮件的各组成元素
- 了解商务信函的格式
- 学会使用商务信函中的标点符号
- 能够以正确的格式书写信封

基本知识介绍

商务人士和公司间的联系和往来是非常重要的。他们可以从与潜在的合作者建立业务联系，与老客户维系良好的关系，得到有用的商业信息，向媒体发布消息来推广自己的产品等。

商务人士可以通过很多种方式与合作对象进行联系，例如他可以进行面对面的交流、可以打电话、发邮件或者传真。在这里，有些同学可能会提出疑问：“由于科技的发展，越来越多的人使用电子邮件或者传真，我们现在还有必要学习传统信函的写作吗？”回答是肯定的，因为传统信函的写作原则和一些格式在电子邮件和传真中还是适用的。此外，传统商务信函还具有以下优点：

- 能够存档并保存为正式的合法文件，方便日后查询和引用；
- 比其他沟通方式，如打电话，成本更低廉，尤其在远距离沟通中该优点更加突出；
- 商务信函有时更加有效。写信人和收信人也不用受时差问题的干扰。

一封写得好的商务信函能够提升公司的形象。如果信函写得清楚、简洁，就会显得公司办事干脆利落，这有助于生意成功。如果信函写得有礼貌、周到，就能够帮助公司消除与合作伙伴之间的误会或者意见分歧。因此，有效的书信是生意成功的重要成分，英文信函的写作也就成为了在涉外业务公司的商务人士工作的重要组成部分。

然而，写好英文商务信函并不那么容易。你要熟悉相关业务流程，了解基本法规和

国际惯例。此外，还要熟悉商务信函的书写形式和行文要求。

The Composition of English Business Letters

◇ Letterhead

The letterhead refers to the name and address of the company who writes this letter. In order to draw others' attention, companies always design the letterhead in various styles, which could demonstrate the company's image. However, all the letterheads contain the same essential particulars: company name, street name, city, country, zip, etc. What's more, you could add the telephone number, fax number, mobile, e-mail address, company website as well as the salutation to the recipient in the letterhead.

Please note that the English address should be written from the small unit to the large one, which is exactly contrary to the Chinese pattern.

Here is an example:

Sparks Light Co., Ltd.
37, Youyi Road
Dongcheng District
Beijing 100072, P. R. China
Tel: 0086-10-58989796 Fax: 0086-010-58989798
E-mail: ssoi@yahoo.com

◇ Date

The date should be located a few lines below the last line of the letterhead. It consists of the date, month and year. The date can be written in the following two patterns:

- American style: January 4, 2015

In this way, a comma must be used between the date and the year to avoid confusion.

- British style: 4 January 2015

In this way, it is not necessary to use a comma between any of the three elements.

Attention: The date and year should be written in figures instead of in words. The date should be a cardinal number instead of an ordinal one. The month should be written in English, and the abbreviation of the month should be avoided in formal letters.

The following two forms of the date should be avoided:

- October 3rd, 2009 (the date is written in an ordinal number)
- Oct. 3, 2009 (the month is abbreviated)

The date should be written accurately, as it plays an important role as evidence of an arrangement or a contract in case of any dispute in law courts.

◇ Reference Number

The reference number is convenient for the letter filing and reference. Generally, we use “*Your Ref.*” to indicate the received letters, while we use “*Our Ref.*” to indicate the letters we sent.

The reference number should contain the following three items:

- The abbreviation of the sender’s name, like TJ is short for Tracy Johnson;
- The abbreviation of the secretary’s name, like mb is short for Mary Blair;
- If relevant, the reference number of every specific file should be quoted in any case.

Here are two examples of the reference number:

Your filing number: Your Ref. TJ/mb (the letter we received)

Our filing number: Our Ref. HK/TM JC6 (the letter we sent)

◇ The Inside Name and Address

The inside name and address is the receiver’s name and address. This part occupies several lines and begins one line or one inch below the date. The usual sequence of the inside address is: name of the person addressed, title of the person addressed, name of organization, street number and name, city, state/province and postal code, and country of destination.

In addition, the writer should title the receivers, either with a courtesy title, like Miss and Mr.; or an academic one, like Dr. and Prof. Remember that both their title and position should be included. If the title and position of a person are the same, then just use one.

Here is an example:

Dr. Elizabeth Patterson, Professor
International Affairs Department, Columbia University
1258, St. Antoine Street
New York, NY3670
USA

The name and address of the receivers are vital, as they could secure the accurate delivery of the letters and would be convenient for the filing of the letters.

◇ Salutation

A salutation is the word or phrase of greeting which usually comes immediately before the body of a letter, located in the second line under the inside name and address. A salutation should be written in “Dear” plus the title format. If you use a courtesy title, then “Mr.” is for a

man, “Mrs.” for a married woman, “Miss” for a single woman, and “Ms.” for the woman that you are not sure about her marital status.

If you are not sure about the receiver’s gender, a full name after “Dear” is acceptable, whereas if you are writing to someone you are very familiar with, you can just put his or her given name after “Dear” without the family name.

If you don’t know whom you are exactly writing to, just use “Dear Sir or Madam”, or in order to avoid the sexist language, you can use “Dear Director”, “Dear Supervisor” or “To whom it may concern”. If the receivers are not merely one person, then write “Dear Sirs”, “Gentlemen” or “Ladies and Gentlemen”.

Except for what we mentioned above, another way to avoid mistake in the salutation is that, you can simplify the business letter, which means to omit the salutation, and also omit the complementary close correspondingly.

◇ Subject Line

To write a remarkable subject line in a letter would help the reader to get the content of the letter at the first sight, which could save a lot of time and enhance work efficiency.

Every first word of the subject should be written in capital letters or the whole subject should be underlined. The subject line usually begins with specific words, like “Subject: ×××”, “Re: ×××”, “Reference: ×××”, which sometimes can be omitted.

The location of the subject line varies with companies. It could be located in the same line with the salutation, above or below the salutation. Here are the examples:

- The subject line is located in the same line with the salutation:

Science & Life Company
79, Victoria Street
Hong Kong, 78923

Dear Sirs,

Subject: Your Order No.2734

- The subject line is above the salutation:

Science & Life Company
79, Victoria Street
Hong Kong, 78923

SUBJECT: YOUR ORDER NO.2734

Dear Sirs,

- The subject line is below the salutation:

Science & Life Company
79, Victoria Street
Hong Kong, 78923

Dear Sirs,

YOUR ORDER NO.2734

◇ **Body**

The body of the letter is the most important part, which deserves both the writer and the readers' special attention, as it conveys the main message.

The arrangement of the paragraphs depends on the content of the letter, for example, the pattern of the quotation letter can be quite different from that of an order letter. However, in general, it is advisable to divide the whole content of a letter into paragraphs. The first one is the beginning, the middle one (ones) is (are) the main part of the letter, and the third one is the ending.

As for the layout of the letter, single space should be used. If the message is very short, double space is also acceptable. If the letter is too long to fit into one page, the message can be continued onto a second page, which should carry at least two lines. On each continuation page, the name of the addressee, the page number and the date should be typed in either of the forms specified below:

- Mr. Smith
- Mr. Smith

March 26, 2015

Page 2

March 26, 2015

◇ **Complimentary Close**

The complimentary close aims at closing the letter in a polite, courteous way, as well as leaving a good impression on the reader. The expression of the complimentary close should be in line with what the writer use in the salutation. If the salutation is "Dear Sirs" (British style) or "Dear Sir/Madam" (American style), i.e. if you are writing to someone you do not know the name, it is better to use "Yours faithfully" (British style) or "Sincerely yours" (American style) as a complimentary close. If the letter begins with "Dear Mr. Smith" when you know the name of the receiver, then "Yours sincerely" is recommended. In e-mails, the complimentary close is less formal where "Best regards", "Kind regards" or "Best wishes", etc. are often used.

Compared to the two expressions of the complimentary close above, “Cordially” or “Cordially yours” seems more intimate. The complimentary close should be located in the second line below the main body of the letter.

One point you need to pay attention to is that only the first letter of the complimentary close should be capitalized.

◇ Signature

The signature of a letter has various patterns; but generally speaking, it contains three or four parts: the name of the company, the handwritten signature, the typewritten signature and the professional title of the writer. Sometimes the company name can be omitted, for we have put it at the beginning of the letter. But if the company name is added, it can be located below the name and title of the writer. The typewritten name should be placed in the fourth line below the complimentary close, which means there are three spaces between the typewritten name and the complimentary close, and these three spaces are for the handwritten name. The professional title is usually typed exactly below the typewritten name. Here is an example:

- Yours faithfully,

周京明

Jimmy Chou

Sales Manager

HEALTHY FOOD COMPANY

Note: Usually when Chinese people sign English business letters, they print their English Name or Pinyin but handwrite their Chinese Name in Chinese Characters.

Sometimes the secretary may sign the letter on behalf of the manager, and then the following two formats are applicable:

- Yours sincerely,

Jean Claude

Secretary to Mr. Pierre Tuber

- Yours faithfully,

Marie Claire

for Ms. Blair George, CSP
President

◇ **The Initial Identification**

If the person who types the letter differs from the one who writes the letter, then it should be marked in the letter. In general, we put the initial identification of the writer and the typist of the letter directly under the signature. Also, the secretaries should add the initial identification of their names after they sign the name of the manager on the letter. For example, if the sender of the letter is Jeremy Steve (who signs the letter) and the one who types or drafts the letter is Michelle Brown, then the initial identification under the signature should be:

JS/mb

◇ **Enclosure**

If you enclose some documents along with the letter, you should tell the receiver, which would make it convenient for the receiver to refer to the enclosure and also ensure the accurate delivery of the letter as well as the enclosures.

The writer can tell what he or she has enclosed in the letter, like “Enclosed is ×××”. Also, the writer could state at the end of the letter, like “Enclosure: ×××” or “Encl: ×××”. The location of the enclosure is usually under the initial identification. If there are several enclosures, the writer should number them for the receiver’s convenience. Below are two examples:

- Encl.: “Marketing Plan for Next Year”
- Enclosures: 2
 1. Catalogue
 2. Pricelist

The Presentation of English Business Letters

The presentation of a business letter can reflect the image of a company. Different organizations would choose different layouts of the business letter. There are four common layouts of business letters.

The first one is the indented style, which refers to the format that the letterhead and the inside address are located to the very left of the letter, the subject of the letter is placed in the