

全国应用型本科商务英语系列规划教材
四川省“十二五”普通高等教育本科规划教材

商务英语函电

(第二版)

*B*usiness English Correspondence
(Second Edition)

李 蕾 主编



对外经济贸易大学出版社

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李蕾 主编

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出版说明

对外经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇，也提出了更多的挑战。为了更好地推动商务英语本科专业的发展，对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势，高等院校本科商务英语教育应该定位于“培养德、智、体、美、劳全面发展，英语语言基础扎实，具有较强的英语交际能力，具备基本的商务与文秘知识和业务能力，知识面宽，具有创新精神，知识、能力、素质协调统一，面向经贸、外事、涉外企业、跨国公司、教育等行业，能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发，力求培养具有扎实的英语基本功，掌握国际商务基础理论和知识，善于跨文化交流与沟通，能适应经济全球化需求，具备国际竞争力的复合型英语人才。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生，其内容包括《商务英语听说》、《商务英语阅读》、《商务英语写作》、《商务英语函电》、《商务英语翻译》、《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列教材的编撰者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，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。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

对外经济贸易大学出版社

外语图书事业部

2015年3月

再版前言

本教材自 2011 年 9 月出版以来,受到了全国广大商务英语界人士,尤其是高校师生的欢迎和厚爱。在此,本人代表编写组的成员表示深深的感谢!

在使用本教材的过程当中,有些读者提出了宝贵的修改意见和建议;编者也发现书中有些地方的编写不尽科学或完善。因此,为了适应国际贸易的发展和地方经济的需要,也为了满足读者的要求,使得本教材更具时代性、科学性和逻辑性,编者利用多年的寒暑假对教材内容等进行了修订。希望本次修订能够更好地满足商务英语学习者的要求,并更加适应应用型本科商务英语教学的需要,服务于地方经济建设。

本次修改主要如下:

一、重点修改了第 12 单元“Contract”的内容。修改了本单元的背景知识部分,增写了“The Types of the Business Contract”和“S/C and P/C”及其相应的注释(PPT 也作了相应修改);修改了“Associative Expressions”的一些句子;修改了练习题当中的汉译英和英译汉的某些句子。这些均为 S/C 和 P/C 当中的常用句型,学生应多加练习,达到熟练使用。

二、修改了第 5 单元“Offers and Counteroffers”。将原来的信函 3 和信函 4 交换位置,这样更符合国际贸易业务流程(PPT 也作了相应调整和修改);“Associative Expressions”当中的句子基本全部更改,以使学生了解、熟悉报盘和还盘函的常用句型;课后练习题的英译汉和汉译英的句子基本全部更改,以使学生多加练习实际业务当中的代表性句型,达到熟练掌握。

三、修改了第 6 单元“Letters of Ordering”。课后习题当中增加了“Multiple Choice”一题,以使学生练习并掌握订购环节中常用的习惯搭配和短语;增加了一道信函写作题;修改了一些汉译英句子翻译题;习题后面还增加了一个订单范例,以使学生了解、熟悉商务活动中常用的订单格式和内容。

四、删掉第一版中的第 11 单元,修正了现在的第 11 单元“Common Business Documentation”。主要修改了“IV. How to Fill in a Commercial Invoice”下面的“Sample Commercial Invoice”,以使其与后面的英文解释相匹配。

五、将本教材中有些注释的重复(尤其是对于专业词汇的解释和例句)部分作了删

除;有些单词和短语的解释比较零散,在本书两个或两个以上的单元都出现过解释,因而将这些解释合并在一个单元的注释当中,这样更加科学,更有逻辑,便于学生学习和掌握商务英语专业词汇和常用习惯搭配的用法。

六、在“Notes”中,将例句内出现的有关专业词汇和短语都进行了加粗处理,以提请学生注意它们在商务英语中的具体用法。

七、增加了两个附录(放在课件中):附录 I 为“Glossary of International Trade Terms”(国际贸易常用词汇和术语);附录 II 为“Commonly-used Set Phrases in Business Letters”(国际贸易常用固定词组和短语)。附录 I 是按照英语字母表顺序将国际贸易常用词汇和术语排列出来,并加上汉语译名;附录 II 是按照国际货物贸易的业务流程顺序将国际贸易常用固定词组和短语罗列出来,先列出汉语,再列出相应的英语表达方式,以便学习者学习和掌握。

本次修订主要由李蕾负责。经过此次修改,本教材可能还会有某些不足或不当地的地方。在此,我们诚挚地欢迎读者提出宝贵的意见和建议。来函请发至:363818933@qq.com,非常感谢!

李蕾

2015年1月15日于成都

第一版前言

随着全球经济一体化步伐的加快，世界各国在科学技术和商贸经济等领域进行了日益广泛的国际合作与交流；加入 WTO 以来，中国的对外经济贸易也日益增多。因此，各行各业尤其是外向型企业对精通英语的商务人才的需求在不断增加，并对英语人才的质量提出了更高的要求。在这种大前提之下，培养英语语言能力强、掌握一定经贸理论知识、能运用有关经济贸易知识从事商务工作的复合型人才便是我们应用型本科院校的当务之急。在对外经贸大学出版社的策划下，“全国应用型本科商务英语系列规划教材”出炉了，本书便是这套系列教材当中的一本立体化的规划教材。它适合英语专业的商务英语方向学生、商务英语专业学生以及国际贸易类和经济管理类等专业学生使用。

《商务英语函电》教材的写作特点为：一、将新的商务英语研究成果吸收渗透到教材中；二、强调能力的培养，加大技能训练的比重；三、注重语言应用能力的训练，突出相关技巧的指导，尤其是写作能力的指导；四、强调词汇学习的重要性，尤其是商务英语专业词汇的学习，贯穿于整个商务英语函电教学中；五、注重国际商务知识的渗透，将国际贸易基础知识适量加入教材当中，有助于学生对本课程的学习；六、在编写体例上，探索模块教学，便于学生理清教材的知识体系，迅速、系统、牢固地掌握知识；七、强调任务型教学、多媒体教学、启发式教学在本课程当中的运用（本教材配有多媒体课件，使用本教材的教师可登录 www.uibep.com 自行下载）；八、注重教材的实用性，强调应用型学生的培养；九、倡导教师的课堂教学与学生的自主学习相结合；十、本教材使用方便，课后的练习题答案可在网上自行下载，便于自学。

本书共 13 个单元。第 1、2 单元为商务英语函电基础知识部分：信函的写作原则与结构、传真与电子邮件；第 3 至第 6 单元为国际贸易成交前的业务环节：建立业务关系及资信调查、询盘、报盘及还盘、成交/订单；第 7 至第 10 单元为国际贸易成交后的业务环节：支付条件、装运、保险、索赔和理赔；第 11 单元为其他常用商务信函：促销信；第 12 和 13 单元为国际贸易制单与合同：制单、合同。

该书每单元结构如下：Part One: Teaching Aims and Requirements，便于学生了解本单元的教学目的和要求是什么；Part Two: Study of Background Knowledge，让学生获取本单元函电的业务背景知识，以便更好地学习有关信函实例；Part Three: Study of Specimen

Letters, 这是每单元的重点、核心学习部分; Part four: Associative Thinking, 这部分用以扩充每单元信函当中的专业词汇、习惯搭配以及常用句型; Part Five: Exercises, 作业习题分为两部分: Exercises in Class 和 Exercises after Class, 便于课堂练习和课后练习。习题部分的处理教师可根据课程的时间来灵活掌握: 课堂时间丰富, 可多做一些练习; 课堂时间有限, 可安排一些习题在课后进行。另外, 由于教材中第 1、2 单元是商务英语函电基础知识(信函、传真、电子邮件)的学习, 其教学内容便决定了编写结构与其他单元有所不同。如第 1 单元的结构: Part One: Teaching Aims and Requirements; Part Two: Study of Business Letter-writing; Part Three: Notes; Part Four: Exercises。

由于本教材课文基本全用英文编写(目的是让学生学习纯粹的商务英语), 在“背景知识”、“信函实例”之后都有中文或英文的注释, 介绍、讲解国际贸易知识、商务英语词汇、习惯搭配以及商务信函写作等知识, 以帮助学生掌握所学内容; 并在课文和注释当中以及信函实例的后面穿插了若干问题, 以启发学生思考; 在某些信函之后, 还对该信函的写作进行了分析, 以帮助学生写好有效的商务英语书信。

本教材由李蕾担任主编, 姚键担任副主编, 彭艳坤参与编写。具体分工: 第 1、2、3、4、7、8 单元由李蕾负责编写; 第 6、9、10、11、12、13 单元由姚键负责编写; 第 5 单元由彭艳坤负责编写。

在编写本教材的过程中, 我们参考了许多国内外有关商务、商务英语函电的书籍和资料, 一些商界人士、长期从事国际商贸工作的业务人员给我们提供了宝贵的参考资料和商务单证, 往届毕业的学生也提供了一些资料与良好的建议。在此, 我们谨向他们表示深切的谢意。

作为多年从事高校商务英语教学的教师, 我们结合自身的专业优势, 编写了这样一本应用型本科商务英语函电教材。但水平所限, 书中错误和不足之处在所难免, 恳请读者不吝批评指正。

编者

2011年7月

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Unit One

Business Letter-Writing and Its Layout

Part One: Teaching Aims and Requirements

1. To help students to learn the functions of business letters and their importance in business activities.
2. To help students to learn the writing principles of business letters.
3. To help students to study the layout of business letters, including letter styles and the structure of business letters, which is most important in this unit.

Part Two: Study of Business Letter-Writing

I. Introduction

First and foremost, why is business letter-writing so important? Because at present many business messages are sent by way of fax or e-mail, both the language and style used in fax and e-mail are quite similar to those used in the traditional letter, and emphasis is again laid on business letter-writing in the course of Business Correspondence.

Effective business communication requires good English and right approach, apart from professional knowledge and basic concepts of international economy and trade. Moreover, the writer has to always remind himself of his foreign economic and trade

policies and those universally-accepted rules and practices. In presenting an idea, especially in case of a dispute, one should bear in mind the national interests and proceed with good reasons and proper restraint. Care should be particularly taken to avoid ambiguity or misunderstanding. Otherwise, it will give rise to further correspondence, and thus wasting instead of saving time.

Generally speaking, the functions of a business letter are:

- 1) To ask for or to convey information;
- 2) To deal with matters concerning negotiation of business;
- 3) To confirm cables, telexes, telephones or face-to-face talks, especially important ones.

There is also an essential incidental purpose—that of building goodwill by creating in the mind of the reader an impression of the writer's organization as one that is efficient, reliable and anxious to be of service.

Unlike a personal letter, a business letter should be business-like, for it plays a very important role in a transaction. Besides, it is written in order to achieve a definite purpose and often gives rise to the legal obligations of the writer.

When drafting such a letter, the writer should take the correct attitude towards the reader. That is to say, he should be courteous, honest, tactful and genuinely interested in promoting a mutually beneficial business arrangement, taking into account the reader's requirements, level of understanding, and probable reaction to the information.

II. Principles of Business Letter-Writing

There are several basic principles of good business letter-writing, which are commonly called "the seven C's", i.e. 1) Correctness; 2) Consideration; 3) Courtesy; 4) Clarity; 5) Conciseness; 6) Concreteness; and 7) Completeness.

1. Correctness 正确

A business letter should contain accurate information and the writer should follow accepted standards of grammar, spelling, punctuation and sentence construction, for the letter concerns greatly the rights, obligations and interests of both the buyer and the seller; moreover, it is the basis of all commercial documents (such as contracts, letters of credit, etc.).

The term correctness, as applied to business communication, means the writer should:

- a) Use the correct level of language.
- b) Include only accurate facts, terms, words and figures.
- c) Maintain acceptable writing mechanics.
- d) Apply all other relevant “C” principles.

Look at the sentences below and think about whether or not they include any grammatical errors or some other kind of mistakes.

- 1) *We hope that you will attend to the coming Guangzhou Fair.*
- 2) *Nothing is so important than quality and packing.*
- 3) *The two first items are not available.*
- 4) *Neither of the offers are acceptable.*
- 5) *We not only built houses, but also flats.*
- 6) *While studying the report, the telephone rang.*
- 7) *To our much surprise, the raincoats arrived with no caps.*

2. Consideration 体谅

By consideration, we mean you prepare every message with the reader in mind and try to put yourself in his place. Imagine yourself to be the reader rather than the writer. Try to sense the feelings your letter is likely to arouse and the reaction it is likely to set up.

This thoughtful consideration is also called the “You-attitude”. To be considerate, you should focus on “you” instead of “I” or “we” and show the reader benefit or interest in him as the personal “you” produces the warmer and friendlier tone.

Look at the following sentences:

- 1) *It is regretted that the goods cannot be sent today.*
- 2) *I write to send my congratulations.*
- 3) *We do not permit outside groups to use our equipment except on a cash rental basis.*

Think about the questions below:

Are they good sentences? If they are, why? If they are not, then why?

3. Courtesy 礼貌

A courteous letter helps to strengthen business relationships and make new friends.

Courtesy stems from the sincere you-attitude. It is not merely politeness with mechanical insertions of “please”(s)” and “thank-you’s”. This principle means you should follow not only the guidelines talked under consideration but these suggestions

respecting tone and promptness of message:

- a) Be sincere, tactful, thoughtful and appreciative.
- b) Avoid irritating, offensive or belittling expressions.
- c) If an apology is necessary, make it courteously and sincerely.
- d) Be prompt in answering letters.

Look at the following sentences:

- 1) *You are requested to remit the amount by 10 August.*
- 2) *We must tell you that we can't accept your price.*
- 3) *Your letter is not clear at all. I can't understand it.*

Now, think about the questions below:

Are they effective sentences? If they are, why? If they are not, then why?

4. Clarity 清楚

Clarity is the writer's first responsibility since a message that is not clear to a reader cannot possibly communicate the writer's intentions. To accomplish this goal, you must first be quite clear about what you want to say and then say it in plain, simple language appropriate to the understanding level of your readers. Good, straightforward, simple English is what is needed for business letters.

There are three guidelines for observing this writing principle:

- a) Choose short, familiar and conversational instead of long, complicated and roundabout words or phrases.
- b) Construct effective sentences.
- c) Organize your ideas into a logical order.

Look at the following sentences:

- 1) *I hope you will be in a position to make a decision within a short time.*
- 2) *The contract enclosed herewith requires your signature before it can be executed and should be directed to the undersigned.*
- 3) *Those who work rapidly get ill in these conditions.*

Now, think about the questions below:

Are they effective sentences? If they are, why? If they are not, then why?

5. Conciseness 简洁

Conciseness means saying what you have to say in the fewest possible words without losing clarity, courtesy, completeness and good English.

The two essentials—clarity and conciseness—often go hand in hand and the

elimination of wordy business jargon can help to make a letter clearer and at the same time more concise. You can achieve conciseness by choosing words wisely and shunning all unnecessary words and phrases. But never seek for brevity at the expense of clearness, courtesy and good English. Sometimes a letter dealing perhaps with a multiplicity of matters cannot avoid being long.

To achieve conciseness—the opposite of wordiness, try to observe the following suggestions:

- a) Omit stereotyped phrases and commercialese.
- b) Avoid unnecessary repetition and wordy statements.
- c) Include only relevant facts.
- d) Confine each paragraph to one idea.

e.g. 1) *We take the liberty to approach you with the request that you would be kind enough to introduce to us some importers of stationery in your country.*

In the sentence above, there are three trite expressions or stereotyped phrases which are not suitable for our modern business letter. Let's see who can identify them and correct them in the shortest possible time.

2) *Assuring you of our favorable consideration, we remain.*

Is this a sentence? Can it be used in a business letter, especially in a modern one? Why or why not? How will you convert it into present-day business language if your answer is negative?

The following are two letters with the same content. Please read them and think about which one is better. Give the reasons for your judgement.

【Letter One】

Dear Sirs,

Will you ship us sometime, any time during the month of November, or even December if you are rushed, for December would suit us just as well, in fact a little bit better, 30 copies of "Barron's Practice Exercises for the TOFLE".

Thanking you to send these along to us by parcel post, and not express, as express is too stiff in price, when parcel post will be much cheaper, we are.

Yours faithfully,

【Letter Two】

Dear Sirs,

Please ship by parcel post, by the end of December, 30 copies of "Barron's Practice Exercises for the TOFLE".

Thank you in advance for your cooperation.

Yours faithfully,

6. Concreteness 具体

Writing concretely means making your message specific, definite and vivid rather than vague, general and abstract. A business letter should avoid emptiness in contents and vagueness in ideas.

The guidelines below may help you achieve concreteness:

- a) Use specific facts and figures.
- b) Put action in your verbs. (Prefer active verbs to passive verbs or words in which action is hidden.)
- c) Choose vivid, concrete and image-building words.

Look at the following sentences:

- 1) *The preparation of new salary scales is in hand.*
- 2) *These brakes stop a car within a short distance.*
- 3) *Various aspects of this equipment make it a good choice.*

Think about the questions below:

Can you understand the first sentence? Are the ideas expressed in the sentences concrete? If they are not, please amend them so that they become specific, definite and vivid.

7. Completeness 完整

Your business message is "complete" when it includes all the information your reader needs to act upon. Incomplete information is annoying and costly because it holds up business transactions and duplicates work.

To strive for completeness, keep the following guidelines in mind:

- a) Answer all questions asked.
- b) Give something extra, when desirable.
- c) Check the five W's and any other writing principles.

Read the following message carefully.