

目 录

Unit 1 Papers

第一部分 公关文书

Chapter 1 Letters

一、信函	2
------------	---

Chapter 2 Draft

二、各类文稿.....	23
-------------	----

Unit 2 Daily Expressions

第二部分 日常英语

Chapter 1 Introduction

一、介绍.....	55
-----------	----

Chapter 2 Private Invitation

二、私人邀请.....	64
-------------	----

Chapter 3 Making a Speech

三、致辞.....	78
-----------	----

Chapter 4 Thanks

四、感谢.....	89
-----------	----

Chapter 5 Greeting Cards

五、贺卡	101
------------	-----

Chapter 6 Presentation

六、馈赠	107
Chapter 7 Apology	
七、道歉	111
Chapter 8 Expressing Sympathy	
八、慰问	114
Chapter9 Congratulations	
九、祝贺	126
Chapter10 Condolences	
十、吊唁	136
Chapter 11 Asking for Help	
十一、寻求帮助	142
Chapet 12 Receiving Foreign Guests	
十二、外宾接待	148
Chapte 13 Business Talk	
十三、外贸洽谈	189

Unit 1 Papers
第一部分 公关文书

分寸掌握得恰如其份、格式规范、能开掘到对象需求的公文文书,或许将带给您一次不可多得的机会。

Chapter 1 Letters

一、信函

1. About offering Invitation 关于邀请信函

Offering invitation 邀请

(1) Invitation to an anniversary party 周年纪念宴会邀请

Dear Mr John,

We are pleased to extend our cordial invitation to you to attend our twentieth anniversary party of the founding of our company.

The party will be held at 5:00p. m. on Sunday, May 24 at Regent Hotle.

You have been our great suppotrer for these twenty years and we would be very much honoured if you could attend it.

We hope that this invitation from our company will be acceptable to you and we anticipate your reply in the affirmative.

We look forward very much to your attendance.

Yours sincerely,

Juta

Public Relations Manager

林先生:我们很荣幸邀请阁下参加本公司创业 20 周年的纪念宴会。宴会定于 3 月 24 日(星期日)下午 5 时假丽晶酒

店举行。

阁下为本公司 20 年来的经常客户,倘蒙大驾光临,当无比光荣,且盼望获得肯定的回复。

希望您能拨冗光临。

公共关系经理

朱塔

(2)Charitable ball invitation 慈善舞会邀请

The Organizing Committee
of the Rotary Club
requests the pleasure of
your company
at a ball
to be held at the Royal Hotel
On Thursday, September 12.
at 4:30p. m
for the benefit of
the Cancer Foundation.

谨定于 9 月 12 日(星期一)下午 4 时 30 分假皇家酒店举行香港公益金慈善筹款舞会。

敬邀出席。

扶轮社筹委会敬约

Accepting invitation 接受邀请

(1)Accepting an invitation to a meeting 接受会议邀请

Dear Miss Wang

Thank you for your invitation to attend the International communication Meeting to be held at the International

Convention centre on April5.

We will be happy to be there to take part in the meeting and look forward to it with pleasure.

Yours sincerely,

Mary

Public relations Manager

王小姐：

多谢谢阁下邀请参加 4 月 5 日于国际会议中心举行之"国际通讯会议"。

我们很乐意出席是次会议，谨此致意。

公共关系经理

玛丽

(2)Accepting a formal invitation 接受正式邀请

Mr Smith

of the City Travel

accepts with pleasure

the kind invitation of

New Zealand tourism Board

for the photographic exhibition ceremony

on May 3 at 9:00a. m.

at Hotel Langford.

城市旅游公司

史密斯先生

欣然接受

纽西兰旅游局

邀请参加

3月3日上午9时正

于兰芳酒店举行之

图片展览开幕礼

Refusing invitation 婉拒邀请

(1) Refusing an exhibition opening ceremony invitation
谢却展览开幕礼之邀请

Dear Mr Clare,

Thank you for the invitation to the opening ceremony of
the Twenty—First Annual Exhibition on June 8.

Please accept our apologies.

Yours faithfully,

Chen Qian

Public Relations Manager

杨先生：

多谢阁下邀请参加6月8日举行之“二十一世纪”周年展
览会开幕礼。

遗憾因事未能依约出席，十分抱歉。

再三多谢阁下之邀请。

公共关系经理

陈倩启

(2) Refusing a formal invitation 谢绝正式邀请

Mr Kenneth

of the Chinese Culture Society

regrets that he is unable to accept

the kind invitation of

the art institute

for the banquet
on August 10 at 5:30p. m.
at the Franklin Hotel.

中国文化协会

肯尼斯先生

抱歉未能接纳

艺术学院

邀请出席

8月8日5时30分

于富临酒店举行之

晚宴。

2. Notice 通知书

Letter announcing a new policy 新政策通知书

Dear Sir,

The Central Building Limited is happy to announce that from May 1994 onwards, 100 car parking spaces in the basement of the Central Plaza will be made available to the public for hourly parking at weekends and on public holidays.

The car parking facility is another service being offered, primarily to increase the attraction to shopping at Central Plaza. Complimentary three hours' free parking will be offered to shoppers with validated receipts for purchases of up to \$ 1000.

Public car parking hours are from 1:00p. m. to 10:00p. m. on Saturdays and from 9:00a. m. to 10:00p. m. on Sundays and public holidays.

To enable hourly parking, adjustments have been made to parking services for tenants. It is anticipated that the effective use of the carpark will be welcomed by frequent shoppers to the Central Plaza, like you.

With all good wishes,

Yours faithfully,

Agate

Public Relations Manager

敬启者：

由 1994 年 3 月，中央广场地库的停车场将于周末及公众假期开放 100 个停泊车位。

此项新设施是为使顾客到中央广场购物时享有更大的方便。顾客凡购物满港币 1000 元，便可凭当日发票免费享用这项设施 3 小时。

为配合这项服务，专为租户提供的停车设施亦有相应之改变。公司期望这项服务能获得中央广场的顾客支持及欢迎。

公共关系经理

艾格特

Letter announcing refurbishment works 大堂装修工程
通知信

Dear sir,

To ensure that the Island Conventional Centre remains one of the premier conventional centres in Asia, its atrium is going to be refurbished.

The work involve a new architectural image for the atri-

um public areas, a completely redesigned skylight ceiling with a suspended metallic glass sculpture, new water features replacing the existing fountain and new external facade finishes.

The refurbishment is expected to take six months, and works will commence on site in August 1998. I hereby apologize for any inconvenience the works may cause you.

Yours faithfully,

Wang Ping

Public Relations Manager

敬启者：

港岛会议中心大堂即将进行装修工程，以维持其在亚洲区内著名会议中心之一的地位。

此项工程包括为大堂换上全新面貌，重新设计的大堂天窗及内天共悬吊的金属琉璃雕品、以簇新的水流设计替换现时的水池，以及外墙新设计。

装修工程将于 98 年 8 月开始，需时约 6 个月，不便之处敬希原谅。

公共关系经理

王平启

3. Introducing an institution 介绍机构函

Introducing the company to customers 向客户介绍公司

Dear Sir/Madam,

Let us take this opportunity to introduce you to Associated Investment Management Ltd. (AIM). AIM was regis-

tered as an investment adviser by the Securities and Futures Commission in July 2000.

We have access to the research and dealing expertise provided by our sister company, Associated Securities Ltd. , and are offering a range of services to our client network, mainly investment management, advisory and consultancy.

We follow and promote an innovative approach, both to investment and to the services we offer. However, four basic principles will be adhered to as the company grows:

(1) Focus on business cycles to decide asset allocation rather than economic and political trends;

(2) Stock selectivity with;

(a) Stress on the assessment of shareholder and management capabilities, and

(b) Fundamental analysis to be absolute, not relative;

(3) Corporate, industrial and economic valuations to include future potential as well as existing businesses;

(4) Careful attention to market timing to override relative attractiveness of individual markets or shares.

In line with the philosophy of AIM, our staff are chosen for their personal qualities as much as academic achievement and we are dedicated to seeking attractive opportunities for our clients.

We invite you to compare, to talk to us and to visit us and see us work. You'll see what we've done, what we're doing, and what we can do for you !

Simply complete the enclosed application form for the Client Service Briefing Talk and return it today. If you have any queries, please contact us 23456789.

Yours faithfully,

SanSan

Public Relations Manager

敬启者：

联合投资管理有限公司是一家于 2000 年 7 月正式在证券及期货委员会注册的投资顾问公司，希望藉此机会可以为阁下介绍我们所提供的服务。

我们致力为客户提供不同的服务，其中主要包括投资管理和投资顾问服务，而我们的姊妹公司——联合证券有限公司则一直为我们提供专业的研究与买卖资料。

在投资以及提供客户服务和方面，我们的服务准则是崭新性的。不过随着公司的发展，以下 4 项将成为我们的基本服务准则：

(1)着重分析公司业务的周期性转变，而非以经济及政治趋向取决资产的分配；

(2)证券的取决：

(a)着重对股东以及管理能力之评估；

(b)在于绝对性而非相对性的基本分析；

(3)就公司本身、工业和经济三方面，对现有业务与发展潜力进行评价；

(4)专注留意市场的时间定位，以减低个别市场或股票的相对吸引力。

为了切合联合投资管理有限公司的宗旨，我们挑选员工

也特别注重他们的个人修养与学术成就,我们的员工都致力于为客户寻找黄金机会。

我们诚意邀请阁下作出比较、和我们详谈,又或亲临了解我们的业务发展!您会体验到我们过去所做的、今日所做的以及将会为您所做的一切!

请即填妥随函附上的客户服务介绍讲座申请表,并尽快寄回本公司。阁下若对我们的服务有任何疑问,请致电23456789,与我们联系。

公共关系经理

珊珊启

Describing the organization to target group of prospects
向目标会员介绍会务

Dear Phone Card Lovers,

There is something remarkable and unique about the Phone Card Collectors' Club. For one thing, it really is a club, not an organization whose "membership benefits" amount to little more than having your name on a mailing list and receiving a monthly magazine.

When you join the Phone Card Collectors' Club you don't belong to it—it belongs to you. You have the option of meeting with other hobbyists in large, small, or special-interest groups as often as you and your co-enthusiasts want. You are entitled to four free advertisements per year in a magazine that reaches thousands of other hobbyists. We'll extend your subscription to the magazine for one year if you contribute an article for publication.

And at the end of each year, we share any achievements with members by offering a range of benefits. Benefits include 50% discount on annual fee, free gifts and a chance to win the best phone cards from the Lucky Draw.

Would you be interested in joining us? simply contact us on 24682468.

Barry

Public Relations Manager

亲爱的电话卡爱好者：

电话卡收集协会确有其卓越与独特之处，因为它所提供的会员权益并非只限于把您的姓名列入推广名单中，让您定期收到每月通讯而已。

只要阁下加入电话卡收集协会，您便可成为我们的其中一份子。您可以选择随时和您志同道合的会员组成不同规模或特别的兴趣小组。阁下每年亦可以在我们特别为电话卡收集者而设的通讯内免费刊登四则广告。如果您能为我们的通讯撰写一篇文章以供刊登的话，我们将会有自动延长阁下的通讯订阅期一年。

为了让会员共同分享我们的成果，每年年底我们都会为会员提供一连串的優惠，如年费减半、免费礼品以及幸运大抽奖等等。

阁下是否有兴趣加入我们的协会？致电 24682468，我们定当竭诚为您效劳。

公共关系经理

巴里启

4. Answering Letter 答复函

Answering inquiries 答复咨询

1) Answering inquiry about the grant and fellowship program 答复有关奖学金计划询问

Dear Mr JackSon

I respond to your letter of July 6, inquiring about the grant and fellowship program of the Sir Ellis Kadoorie Foundation. I have read the description you enclosed and am pleased to inform you that you are eligible to apply for the Grant and Fellowship in Computer Studies.

A brochure coupled with an application form for the program are enclosed and I hope that these will aid you in answering any other questions you might have regarding the Foundation's grant program.

With all good wishes

sincerely yours,

Jim

Public Relations Manager

杰克逊先生：

谨具本函回复阁下 7 月 6 日来函询问嘉道理爵士基金会奖学金计划之事宜。来函所附之资料经审核后，于此乐意地通知阁下正符合申请电脑学系奖学金资格。

现附上小册了连同奖学金申请表格壹份，希望能协助你解答有关申请基金会奖学金之疑问。

谨此致意

公共关系经理

吉姆启

Responding to criticisms 答复投诉

1) Responding to complaint about poor quality of video camera 有关损坏摄录机之投诉

Dear Miss Wang,

Thank you for contacting us about the video camera from B & F. We are very sorry that you had this experience and appreciate your taking the time to share your concern with us.

Our aim is to provide customers with products of consistently high quality. To that end, we employ many procedures in the manufacturing process to protect and maintain product standards. Each component we use has to meet our strict specifications and is inspected several times before being combined into a finished product. Employees stationed on each production line continually check the products and generally, computer and mechanical aids have been installed to help our trained employees maintain high quality in our products.

Concerning your case, I am asking our quality control and production staff to investigate how the defect you reported could have occurred.

I also would like to reimburse you for the cost the product that caused your concern. We invite you to use the enclosed coupon to try this product again on the condition that you return the video camera to the dealer who sold it to you.

We value your opinion. Consumers such as you help us

continue working towards better products.

Chen Jun

Public Relations Manager

王小姐:多谢阁下告诉我们关于本公司的摄影机的问题。我们为上感到十分抱歉,并感谢阁下抽出时间向我们表达你的意见。

为顾客提代固定的高质素主品是我们的宗旨。为此,我们在产品制造过程中引用了繁多的步骤以确保维持产品的水准。我们采用的每项配件都必须符合我们严谨规定,并经数次检定才能被制成一件完整的产品。生产线上每个岗位的员工会不断重复产品检定的工作,而电脑化和机械化的辅助器材整体上亦能协且我们训练有素的员工得以维持产品的高质素。

我已就阁下的情况通知我们的品质检定和生产部同事彻底调查,力求找出损坏原因。

至于阁下所关注的损坏产品费用的负担问题,现随函附上同样产品的换领券一张,只要阁下把有问题,现随函附上同样产品的免领券一张,只要阁下把有问题的摄录机退回售卖给阁下的分销商,阁下便能换得一部新的摄像机。

多谢阁下的意见。顾客的意见往往有助我们改善产品的质素。

公共关系经理

陈竣启

Answering Tanks Letter 回谢函

(1) Thank you for suggestions 感谢意见

Dear Mr Pang,