

<<国际商务函电>>

图书基本信息

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## 内容概要

《全方位商务英语系列教材：国际商务函电》结合大量的国际商务函电的范本，阐述了与国际贸易和国际商务活动有关的主要业务函电的写作方法和相关知识。

《全方位商务英语系列教材：国际商务函电》理论结合实际，理论阐述深入浅出，案例范文新颖翔实，基本内容使用英文撰写，对一些名词和专业术语则适当辅以中文解释，在每章后面都有中文注释、中英文对照的常用词句、练习题和参考答案。

本书特别适合用作高等学校国际贸易、国际商务、国际经济、国际金融、市场营销、商业经济管理、公共管理、公共关系、人事管理、旅游管理、涉外高等文秘等专业的中英文双语教学用书，也适合作为大专院校经济与管理类其他专业方向的教材。

对于从事对外贸易和对外经济工作的业务人员、在外国公司和中外合资企业工作的管理及业务人员、从事招商引资的工作人员等，也是很实用的参考书。

## 书籍目录

Chapter 1 General Principles of Business Letter Writing 商务信函写作的基本原则

1 Completeness 完整性

1.1 Provide All Necessary Information 提供所有必须的信息

1.2 Answer All Questions Asked 回答所有问及的问题

1.3 Give Something Extra When Desirable 提供必要的额外信息

2 Conciseness 简明性

2.1 Eliminate Wordy Expressions 避免冗余的词句

2.2 Include Only Relevant Material 只使用相关的信息

2.3 Avoid Unnecessary Repetition 避免不必要的重复

3 Consideration 体谅性

3.1 Focus on "You" in Positive Situations 正面情形多使用"您"

3.2 Depersonalize in Sensitive Situations 敏感情形避用人称

3.3 Show Reader Benefit 展现读者的利益

3.4 Emphasize Positive Facts 强调积极的信息

4 Concreteness 具体性

4.1 Use Specific Facts and Figures 使用具体的信息和数据

4.2 Put Action in Your Verbs 尽量使用动词

4.3 Choose Vivid, Image-Building Words 使用生动形象的用语

5 Clarity 清楚性

5.1 Choose Precise, Concrete and Familiar Words 选择准确、具体和常用的词语

5.2 Construct Effective Sentences and Paragraphs 有效地组织句子和段落

6 Courtesy 礼貌性

6.1 Be Sincerely Tactful and Appreciative 使用得体诚恳的词句

6.2 Use Expressions that Show Respect 使用表示尊敬的词句

6.3 Choose Non-Discriminatory Expressions 使用非歧视性的词句

7 Correctness 正确性

7.1 Use the Right Level of Language 使用合适的语言

7.2 Use Right Figures, Facts and Words 使用准确的数据、事实和词句

7.3 Maintain Acceptable Writing Mechanics 使用恰当的写作技巧

Exercises 习题

Chapter 2 The Layout Format of the Business Letter 商务信函格式

1 Full Block Style 完全齐头式

2 Modified Block Style 段落齐头式

3 Indented Style 段落首行缩进式

4 General Points about Business Letter Layout 商务信函格式要点

5 The Layout Style of Fax 传真的格式

6 The Layout Style of Business Email 电子邮件的格式

Exercises 习题

Chapter 3 The Components of a Business Letter 商务信函结构

1 The Letterhead 信头

2 Date Line 日期

3 The Inside Address 封内地址

4 The Salutation 称呼

5 The Body 正文

6 The Complimentary Close 结尾敬语

7 The Signature 签名

8 The Attention Line 主办人或经办人

9 Subject Line 事由

10 Enclosure Notation 附件

11 Copy Notation 抄送

12 The Reference Initials 备忘署名

13 Mailing and Classification Notations 邮递分级标示

14 Postscript ("P.S." "PS") 附言

15 The Next Page Notation 续页标识

16 Envelopes 信封

17 Interoffice Memoranda 备忘录

Exercises 习题

Chapter 4 The Practical Approach of Business Document Writing 商务文书写作的实用步骤

1 Five Planning Steps 商务文书写作计划五步曲

1.1 Identify Your Purpose 明确问题

1.2 Analyze Your Audience 分析读者

1.3 Choose Your Ideas 选择内容

1.4 Collect Your Data 搜集数据

1.5 Organize Your Message 组织信息

2 Direct and Indirect Writing Approaches 直接与间接写作方法

2.1 The Direct Approach 直接法

2.2 The Indirect Approach 间接法

3 Business Writing Pyramid 商务写作"金字塔"

Exercises 习题

Chapter 5 Writing Informative Business Messages 告知性商务文书写作

1 Writing Positive and Neutral Messages 正面和中性消息的写作

1.1 Formal Invitation Letters 请柬

1.2 Announcement Letters 通知信函

1.3 Transmittal Letters 封面信函

2 Writing Negative Messages 负面信息的写作

2.1 Refusing Credit 拒绝提供商业信用

2.2 Declining Invitations and Requests for Favors 拒绝邀请和请求

2.3 Negative Reply to an Invitation 回拒邀请

2.4 Unfavorable Unsolicited Messages 主动发出的消极信息

Exercises 习题

Chapter 6 Writing Persuasive Business Messages 说服性商务文书写作

1 Requests for Products or Services 求购产品和服务

2 Complaints 申诉

3 Requests for Settlement of Payment 付款请求

4 Solicited Sales Letters 回应式推销信

5 Unsolicited Sales Letters 自发式推销信

Exercises 习题

Chapter 7 Enquiries and Offers 询盘和发盘

1 Enquiries 询盘

2 Unsolicited Offers 主动发盘

3 Solicited Offers 回应式发盘

4 Counter Offers 还盘

Useful Sentences 常用词句

Exercises 习题

Chapter 8 Orders and Acknowledgements 订单和确认

1 Orders 订单

2 Acceptance of Orders 接受订单

3 Acceptance of Orders with Changes 接受订单但有改动

4 Suggesting Order Substitutes 建议订购替代商品

5 Rejection of Orders 拒绝订单

Useful Sentences 常用词句

Exercises 习题

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2 Reply 租船答复

3 Shipping Instructions 装运指示

4 Shipping Advice 装运通知

5 Urging Immediate Shipment 敦促立即装运

Useful Sentences 常用词句

Exercises 习题

Chapter 10 Insurance 保险

1 Urging to Insure 敦促投保

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3 Reply to Enquiry 询盘答复

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Useful Sentences 常用词句

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1 A Request for Payment by L/C 要求用信用证付款

2 A Request for Opening L/C 申请开立信用证

3 The Bank Agreement to Open L/C 银行同意开立信用证

4 A Notice to the Seller 通知卖方

5 A Request for Amending L/C 请求修改信用证

6 Presentation of Documents by the Seller 卖方提示付款

7 A Refusal by the Bank 银行拒付

8 A Request for

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