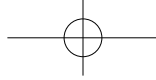


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1

Chapter

An Overview of Business Writing

商务写作概述

The ability to write effectively is a valuable business asset. One reason is that a great deal of business is transacted in writing. With the wide use of fax and EDP¹, writing is involved in every part of business. More and more people feel the need to put ideas and information into written form. Another reason is that effective business writers can use their writing skills to help increase their companies' sales and profits by promoting good relations with customers, employees and the general public. Moreover, proficiency in writing gives the man/woman in business a professional advantage over less capable writers and contributes substantially to his/her self-confidence—a necessary quality for business success.



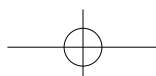
Functions of Business Writing

Every business message is designed to achieve a specific business objective. Its success depends on what it says and to what extent it induces a favorable response from the reader. Thus, business writing has two functions: to inform and to persuade.

Messages to inform are used to convey the vast amount of information needed to complete the day-to-day operations of the business—explain instructions to employees, announce meetings and procedures, acknowledge orders, accept contracts for services, etc. The major purpose of most of these messages is to have the receiver understand a body of information and concentrate on the logical presentation of the contents.

In addition to providing information, some business messages also

1 EDP: Electronic Data Processing 电子数据处理



influence the reader's attitudes and actions. These messages might include letters promoting products or services and seeking support for ideas and worthy causes presented to supervisors, stockholders, customers, clients and others.

To secure the desired response, it is necessary to have an adequate knowledge of the English language and an understanding of human nature. The writer should have an acquaintance with the particular interest and, if possible, the emotions of the reader. It seems easy enough, for example, to ask for payment of a bill, but it is quite difficult to secure payment without offending the reader and losing his/her future patronage (光顾). No communication is wholly successful unless it retains the reader's goodwill.



Six C's—Criteria and Techniques for Effective Business Writing

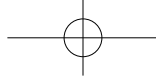
A business message is considered successful when: 1) the receiver interprets the message as the sender intended it, and 2) it achieves the sender's purposes. In order to meet these objectives, American experts in business communication developed six C's principles: Courtesy, Correctness, Conciseness, Clarity, Concreteness and Completeness. The six C's are both criteria and techniques for effective business writing.

Courtesy

Review of actual business correspondence reveals that special attention should be devoted to assuring the courtesy of business communication. By courtesy we mean treating people with respect and friendly human concern. Effective writers visualize the reader before starting to write. They consider the reader's desires, problems, circumstances, emotions and probable reactions to their request. Developing courtesy in a letter usually involves three aspects: using you-viewpoint, taking a positive tone and being conversational.

► Using you-viewpoint

Writing from the you-viewpoint (also called you-attitude) is a technique for



building goodwill in letters. You-viewpoint is to focus interest on the reader. It is a technique for persuasion and for influencing people favorably.

In a broad sense, you-viewpoint writing emphasizes the reader's interest and concerns. It emphasizes "you" and "your" and de-emphasizes "we" and "our". But it is more than a matter of just using second-person pronouns. It is an attitude that places the reader in the center of things. Sometimes, it just involves being friendly and treating people in the way they like to be treated. Sometimes it involves skillfully handling people with carefully chosen words to make a desired impression.

Examples

We-viewpoint	You-viewpoint
1. We are happy to have your order for Kopper products, which we are sending today by Mercury Freight.	1. Your selection of Kopper products should reach you by Saturday, as they were shipped by Mercury Freight today.
2. We sell the Forever cutlery set for the low price of \$6 each and suggest a retail price of \$8.5.	2. You can reap a \$2.5 profit on each Forever set you sell at \$8.5, for your cost is only \$6.
3. We have shipped the three dozen desk sets you ordered.	3. Your three dozen desk sets should reach you with this letter.

When you use you-viewpoint in writing, avoid insincerity. The you-viewpoint can be used to the point of being insincere, and it can be obviously flattery. Remember the objective of the you-viewpoint is to treat people courteously—the way they like to be treated. You cannot afford to sacrifice sincerity by overdoing it. Use the you-viewpoint for good goals. If you use it for bad goals, it will have the effect of manipulation². Use the you-viewpoint only when it is friendly and sincere and when your goals are good. In such cases, using the you-viewpoint is "telling it as it is" or at least as it should be.

► Taking a positive tone

People enjoy and react favorably to positive messages. A positive tone builds the reader's confidence in the writer's ability to solve problems and strengthens

2 the effect of manipulation: 被操纵的感觉

personal and business relationships. Positive words are helpful especially when persuasion and goodwill are needed. Positive words emphasize the pleasant aspects of the goal and tend to put the reader in the right frame of mind³. They also create the goodwill atmosphere readers seek in most letters. Negative words tend to produce the opposite effect. They may stir up your reader's resistance to your goals, and they are likely to be highly destructive of goodwill.

Examples

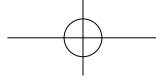
Negative	Positive
1. You failed to give us the fabric specifications of the sofa you ordered.	1. In order that you may have the sofa you want, will you please check your choice of fabric on the enclosed card?
2. I cannot accept the recommendation of the site-selection committee.	2. I wish I could accept the recommendation of the site-selection committee.
3. We regret to inform you that we must deny your request for credit.	3. For the time being, we can serve you only on a cash basis.

► Being conversational

A letter—a good letter—should be pleasing to the reader. In a good letter a conversation is held. The reader should be made to forget that he/she is reading a letter. Instead, the writer has traveled on a piece of paper to talk to the reader. People who write with a sense of personal contact have a better chance to make what they say interesting and convincing than those who feel they are writing letters. Whatever you talk about in the letter, the language you use should be the same as if you met the person on the street, at home or in the office. Such language is warm and natural. It leaves a favorable impression on people. It is also the language we use most and understand best.

The executives of your company do not want letter contacts to be cold and too formal. They know that the most loyal customer is the one who feels like “one of the family”. But when faced with a writing task, many of us tend to hide our hospitality. Instead of writing in friendly, conversational language, we write in stiff and stilted (生硬的) words. There is a misconception that big and difficult words are preferred in business letters, but the result of such words is a cold and

3 put the reader in the right frame of mind: 使读者有好的心情



unnatural style—one that does not produce the goodwill you want your letters to have.

The following examples illustrate the problems of being too formal and ways to correct them.

Examples

Stiff and dull style	Conversational style
1. Reference is made to your May 3 letter, in which you described the approved procedure for initiating a claim.	1. Please refer to your May 3 letter, in which you tell how to file a claim.
2. In reply to your June 18 letter, please be informed that your adherence to instructions outlined therein will greatly facilitate attainment of our objective.	2. By following the procedure you listed in your June 18 letter, you will help us reach our goal.
3. I shall be most pleased to avail myself of your kind suggestion when and if the price declines.	3. I shall gladly follow your suggestion if and when the price falls.

Correctness

Correct grammar, punctuation and spelling are basic requirements for business writing. Errors in business letters and reports have a negative impact on the reputation of the company and the writer. Errors distract the reader from the message itself and thereby reduce the effectiveness of the document. Business writers should follow grammatical rules, which means using correct sentence structures, avoiding sentence fragments⁴, run-on sentences⁵ or comma splices⁶. Besides, you should also watch for common types of errors: misplaced elements and dangling modifiers (垂悬结构) in business letters, because they can cause confusion to the reader. To avoid misplaced elements, you should place words, phrases or clauses near the words they modify. Placing words, phrases or clauses in the wrong position can confuse the reader.

4 sentence fragment: 不完整句

5 run-on sentence: 连写句

6 comma splice: 逗号错误, 指用逗号连接两个独立句子

Conciseness

Effective writing is concise—each word, sentence and paragraph counts. Conciseness means to write in the fewest possible words without sacrificing completeness and courtesy. Because a wordy message requires more time to write and read, business people put a high premium on⁷ conciseness in business messages. Conciseness will give emphasis to the message. We should economize on words and seek brief ways of saying things. One way of doing this is to avoid cluttering phrases and eliminate surplus words. Instead of saying “*In the event that* payment is not effected by March, the operation will cease”, we can use “If” to substitute for “*In the event that*”.

Examples

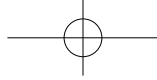
Cluttering words	Concise substitutions
at the present time	now
for the purpose of	for
for the reason that	since, because
in accordance with	by
in the near future	soon
in view of the fact that	since, because
on the basis	by
on the occasion of	on
with a view to	to
with regard to, with reference to	about
prior to	before

As with cluttering phrases, we often use meaningless extra words either out of habit or because of ignorance. Eliminating these surplus words may require recasting a sentence, but sometimes they can simply be left out.

Examples

With surplus words	Without surplus words
1. <i>There are</i> five rules that should be observed.	1. Five rules should be observed.
2. <i>In the period</i> between June and August they found the error.	2. Between June and August they found the error.

⁷ put a high premium on: 高度重视



Besides, avoiding unnecessary repetition of words or ideas is another way to achieve conciseness. Repeating words obviously adds to sentence length. Of course, such repetition sometimes serves a purpose as when it is used for emphasis or some special effects. But it is not surprising to find that business correspondence is full of padded phrases. In the following examples you will find nothing has been lost in meaning or effectiveness without the italicized words.

Examples

1. It came *at a time* when we were busy.
2. Leather depreciates *in value* slowly.
3. It will cost a *sum of* \$120.
4. a *certain* person by the name of Bill Jones
5. in *the city of* Columbus
6. The radio sells for *the price of* \$50.

Repetition of ideas through the use of different words that mean the same is known as redundancy. Here are more examples of redundancy and ways to eliminate them.

Examples

With repetition	Without repetition
1. Our new model is longer <i>in length</i> than the old one.	1. Our new model is longer than the old one.
2. The consensus <i>of opinion</i> is that the tax is unfair.	2. The consensus is that the tax is unfair.

Clarity

Clarity tells the reader exactly what the author wants and needs to know, using words and a format that make the writing totally understood. Familiar words and simple sentences rather than difficult words and complex sentences are preferred for this purpose.

The following examples will illustrate the effect of using familiar words on communications.

Examples

Long and unfamiliar words	Short and familiar words
1. Company operations for the preceding accounting period terminated with a substantial deficit.	1. The company lost much money last year.
2. This machine has a tendency to develop excessive and unpleasant audible symptoms when operating at elevated temperature.	2. This machine tends to get noisy when it runs hot.

The degree of formality in writing is dictated by the nature of the message and the background of the reader. The writing in dissertations, theses, legal documents and high-level government documents is expected to be formal. Business memorandum (memos), e-mail messages and reports are expected to be informal.

Business writers usually prefer the informal words in the right column rather than the formal words in the left column.

Examples

Formal and unfamiliar words	Informal and familiar words
terminate	end
procure	get
remunerate	pay
corroborate	support
utilize	use
elucidate	explain
consummate	close
peruse	read

Short, average-length sentences are easy to read and preferred for communicating clearly. But too many short sentences may make the writing choppy (支离破碎的); therefore, sentences should vary in length and in structure. Variety is just as desirable in paragraph length as it is in sentence length. A paragraph can be from one line in length to a dozen lines or more. However, just as average sentence length should be kept short (the average length of sentence is 12 to 16 words), average paragraph length also should be kept short.

Paragraphs in business letters or memos are typically shorter than paragraphs in business reports. In business reports, the space between paragraphs is a welcome resting spot. Long paragraphs are difficult to read. Paragraph length varies depending on the complexity of the subject matter. However, as a general rule, paragraphs of no longer than eight to ten lines are preferred.

The following memos contain identical information. Without question, the one with short, easy-to-read paragraphs is more inviting to read than the other with one bulky paragraph.

Examples

A bulky paragraph		Short paragraphs	
TO:	All employees	TO:	All employees
FROM:	Williams Burris	FROM:	Williams Burris
DATE:	October 30, 2012	DATE:	October 30, 2012
SUBJECT:	EXTRA VACATION DAY	SUBJECT:	EXTRA VACATION DAY
<p>The board of directors has approved one additional vacation day for every employee. This decision is our way of expressing gratitude for the most productive and profitable year in the history of Comet International. With the approval of your department head, you may select any day between November 1 to December 31. This day of vacation is in addition to year-end bonuses you will receive soon. Thank you for all you have done to make the year successful, and best wishes for a healthy and happy vacation day.</p>		<p>The board of directors has approved one additional vacation day for every employee.</p> <p>This decision is our way of expressing gratitude for the most productive and profitable year in the history of Comet International. With the approval of your department head, you may select any day between November 1 to December 31. This day of vacation is in addition to year-end bonuses you will receive soon.</p> <p>Thank you for all you have done to make the year successful, and best wishes for a healthy and happy vacation day.</p>	

Concreteness

Business writing should be vivid, specific and concrete rather than vague, general and abstract, especially when the writer is requiring a response, trying to solve a problem, making an offer or acceptance, etc.

Examples

Abstract	Concrete
a significant loss in the near future the majority an excellent student	a 53% loss by Thursday noon 70% among the top five in a class of 40

Completeness

All the necessary information and data should be included in the message because they can help the sender get the receiver's response and achieve desired objective. An incomplete message may result in loss of goodwill, sales and valued customers, and requires more time in trying to make sense out of it. For example, an offer should at least provide information of the name of the goods to be offered, the prices, terms of payment⁸, time of delivery, shipping instructions, etc. Lack of any of the basic information may cause problems to the receiver of the offer.

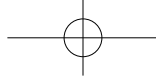


More Criteria and Techniques for Effective Business Writing

Languages change with the times and always bear the marks of a particular time. The rapid development of technology has brought changes to business writing. Fax and e-mail send messages quickly, and narrow the distance between people in different locations. Business writing, in general, has more and more assumed a friendly, easy and conversational style. The awareness of this trend—the appreciation of up-to-date ways of doing business—is important to anyone who aspires to become a successful writer. Other techniques of effective business writing include singling out⁹ your reader, using the reader's name, building goodwill and avoiding anger.

8 terms of payment: 付款条件, 支付条款, 支付方式

9 single out: 挑出, 选出



Singling out your reader

Letters that appear to be written for one reader tend to make the reader feel important and appreciated. To single out your reader in a letter, you should write for his/her particular situation. What you say throughout the letter should make it clear that the reader is getting individual treatment. Consider the following situation: A company training director is writing to the director of a management-training program asking for additional information on the program. The individualized closing should be something like “We look forward to the possibility of sending our executives to you in the years ahead.” It is much better than “We look forward to hearing from you”, which may fit any similar case.

Using the reader's name

As you have probably noticed in some letters, using the reader's name in the letter is another way to show that the reader is being given special treatment. It makes the reader feel that his/her identity as an individual is recognized. That a letter begins with the customer's name makes him/her feel important. Use it once or twice in the letter, but not so often as to sound like a ward politician out for votes¹⁰.

Building goodwill

One sure way to build goodwill is to do a little more than you have to do for your reader. We are all aware of how helpful little extra acts are in our personal relationships. The same is true with business writing. In a refusal letter, it will make the reader feel much more comfortable if you explain and justify your refusal. Perhaps suggesting alternative steps that the reader might take helps a lot in maintaining a good relationship.

Avoiding anger

Rarely is anger justified in letters. It destroys goodwill. Most comments made in anger do not provide needed information, but merely serve to let the

¹⁰ to sound like a ward politician out for votes: 听上去像四处拉选票的选区的政客那样。这里暗含的意思是政客拉选票时对选民过于殷勤，在信中称呼读者的名字可以拉近和读者的距离，增进感情，但是不能过分使用这种技巧。

writer blow off steam¹¹. Such comments take many forms—sarcasm, insults, exclamations, etc.

The effect of angry words is to make the reader angry. With both the writer and the reader angry, the two are not likely to get together on whatever the letter is about. As a result, you can neither get the business done, nor maintain good relationships. A tactful writer refers courteously to the subject matter to avoid jeopardizing (危及) goodwill. But, when pleasant positive words have not brought desired results, negative words may be justified.



Approaches to Organizing Business Writing

You can take either a deductive approach¹² or an inductive approach¹³ to organize business messages depending on your prediction of the receiver's reaction to your main idea. However, learning to organize business messages according to the approaches that are outlined below will improve your chances of writing a document that elicits (引起) the response or action you desire.

Directness in good news and routine messages

Good news or routine messages follow a direct order—the message begins with the main idea. To present good news or routine messages deductively, begin with the major idea, followed by supporting details, and end with goodwill.

Routine inquiries and replies, favorable responses to claims and adjustment to requests, recommendation letters, good news about employment, congratulations, messages of appreciation, condolences, announcements and greetings fall into this category.

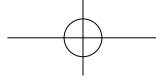
Indirectness in bad news messages

When the main message of a letter is bad news, you should usually write in an indirect order. The indirect order is especially effective when you must say “no”

11 blow off steam: 发泄怒火

12 deductive approach: 演绎法, 即从一般到具体的写作方法。

13 inductive approach: 归纳法, 即从具体到一般的写作方法。



to a request or when you must convey disappointing news. The main reason for this approach is that negative messages are received more positively when an explanation precedes them. In fact, an explanation may even convince the reader that the writer's position is correct. In addition, an explanation cushions (缓和, 减轻) the shock of bad news.

An indirect order consists of four parts: 1) a buffer¹⁴, 2) the reasons supporting the negative decision, 3) a clear, diplomatic statement of the negative decision and 4) a helpful, friendly and positive close.

Bad news messages in business include: bad news about orders such as back orders¹⁵; negative answers such as declining invitations and requests for favors, and rejecting job applications; and conveying unfavorable news such as refusing to write recommendation letters, terminating employment, etc.

Indirectness in persuasion

Persuasion is an art of influencing others to accept your point of view. In all occupations and professions, rich rewards await those who can use well-informed and well-prepared presentations to persuade others to accept their ideas or buy their products or services. By persuasion, we mean reasoning with the reader—presenting facts with logic that support the case. Persuasive messages aim to influence readers who are inclined to resist. To succeed, therefore, you have to convince them and you should generally follow the indirect order. Open with words that set up the strategy—needs and appeals, emotion, logic and credibility should all be taken into consideration. Then present the strategy (the persuasion), using persuasive language and you-viewpoint. End the letter by describing precisely what you would like to do or have the reader do, restating how the reader will benefit by acting as you wish. Common types of persuasive messages are sales letters, claim letters and letters that request special favor or information.

Questions

1. What are the functions of business writing?

14 **buffer**: 缓冲物。这里指的是, 在信函中如果讲的是不好的消息, 开头最好采用一些技巧做铺垫, 这样可以使读者对坏消息不会感到太突然, 更易于接受。

15 **back order**: 延期交货

2. What are the six C's principles developed by American business communication experts?
3. What is the essence of the you-viewpoint?
4. What are the techniques that help build goodwill?
5. What is meant by the direct order and under what circumstances should we use a direct order?
6. What is meant by the indirect order and under what circumstances should we use an indirect order?



Sample Contrast

1

Poor

Dear Sirs:

We wish to acknowledge receipt of¹⁶ your credit application dated February 17 giving trade and bank references, and we thank you for the same. Please be advised¹⁷ that credit accommodations are herewith extended as per your request¹⁸ and your order has been shipped.

Hoping you will give us the opportunity of serving you again in the near future, we remain¹⁹.

Yours faithfully,

Lily Wang

Improved

Dear Sirs:

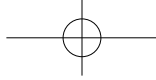
Thank you for sending so promptly the trade and bank references we have asked for. I am glad to say that your order has already been shipped on the terms you requested.

16 acknowledge receipt of: 兹收到, 此种表达以及注17、18中所提到的属于古板的旧式表达。

17 please be advised: 在此通知

18 as per your request: 按你的要求

19 Hoping you will give us..., we remain: 这是过去商务信函中常用的一种结束语。其正确的语法结构应是We remain hoping...。



We hope you will give us the chance to serve you again.

Your faithfully,

Lily Wang

分析：这组信件中的第一封信语气显得生硬，使用的语言有些老套，读起来难懂，而且缺少亲切感。第二封信比较口语化，简洁易懂，更有效地传达了信息。

2

Poor

We have received your request for permission to use our computers during the next session of summer school. We are pleased to inform you that you may use all 15 of the laptop computers you requested. Can you come in and fill out the necessary paperwork any time before April 1?

Improved

Good news, Jessica! All the 15 laptop computers you requested will be available during the next session of summer school. Please come by the office before April 1 to fill out the necessary forms.

分析：这组信件是写给同一请求的两封回信，两封信内容相同，但是写作风格截然不同。前者采用的是以“我”为中心的写作风格，后者采用的是以对方为中心的写作风格，前者给读者的感受显然不如后者亲切。

Exercises

I Rewrite the following sentences so that they are positive rather than negative in tone.

1. Unfortunately, your order cannot be sent until next week.
2. To avoid the loss of your credit rating, please remit (汇寄) payment within 10 days.
3. Your misunderstanding of our January 8 letter caused you to make this mistake.
4. You cannot visit the plant except on Saturday.
5. Our material won't do the job unless it is reinforced.



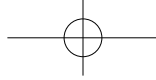
6. Your negligence in this matter caused the damage to the equipment.
7. We regret to inform you that we cannot permit you to use our clubhouse for your meeting on Saturday, as the Boys Corp asked for it first. We can, however, let you use our conference room, but it seats only 60.
8. We regret to inform you that we must deny your request for credit.

II Rewrite the following sentences from the you-viewpoint.

1. We will be pleased to deliver your order by May 16.
2. We have worked for 20 years to develop the best model car for our customers.
3. I am pleased to inform you that I can grant your request for payment of travel expenses.
4. We are happy to report approval of your application for membership.
5. We can permit you to attend classes during company time only when the course is related to your work assignment.
6. We have received your letter of May 16.
7. We have been quite tolerant of your past-due account and must now demand payment.
8. We have shipped the Dove desk set you ordered on May 3.
9. Our rich experience in the publishing business has enabled us to provide the best service possible.
10. We can sell at discount prices, but we cannot permit returns of merchandise.

III Use concrete words to replace the italicized ones in the following sentences.

1. We have found that *young men* are best for this work.
2. She makes *good grade*.
3. John lost a *fortune* in Las Vegas.
4. If we don't receive the goods *soon*, we will cancel the order.
5. Last year's profit was *substantial*.
6. *Some years ago* she made *good money*.
7. His grade on the aptitude test was *very high*.
8. Here is a product with *very little* mark-up.
9. Damage from the fire was *significant*.
10. We will need *some* new equipment *soon*.



IV Rewrite the following sentences so that they are more concise in wording.

1. In view of the fact that we financed the experiment, we were entitled to some profit.
2. We will deliver the goods in the near future.
3. Mr. Watts outlined his development plans on the occasion of his acceptance of the presidency.
4. I will talk to him with regard to the new policy.
5. The candidates who had the most money won.
6. You should study all new innovations in your field.
7. In accordance with the plan, the company sold all the machines.
8. Losses caused by the strike exceed the amount of \$450,000.
9. Mr. Wilson replaced the old antiquated machinery with the new machinery.
10. There are many obligations that we must meet.

V Rewrite the following sentences in conversational style.

1. I hereby acknowledge receipt of your July 7 letter.
2. Anticipating your reply by return mail, I remain.
3. We take pleasure in advising that Contract No. 2017 is hereby canceled.
4. I shall appreciate the pleasure of your reply.
5. This is to advise that henceforth all invoices will be submitted in duplicate.
6. You are hereby advised to endorse the proposal and return same to the undersigned (署名人).
7. In replying to your esteemed favor of July 7, I submit under separate cover the report you requested.
8. Replying to your letter of August 3 we would state that we deem it a great pleasure to accept your kind offer to serve on the committee.

VI Decide whether the direct or indirect order is preferable in each of the following situations, and give brief reasons.

1. A letter turning down a job applicant
2. A letter from a recent college graduate requesting a letter of recommendation from a former instructor
3. A letter asking when the next year's automobile show will be held in the local place

4. A letter to decline an offer of products
5. A letter to sell a new product

VII The following are two pairs of business letters. Compare and tell which one is better and why.

Letter 1-a

Dear Mr. Hua:

We are in receipt of and would like to thank you for your letter and catalog of June 14, 2013. After close examination we have come to the conclusion that your products are of no interest to us, but we wish you every success in your future business.

Sincerely yours,

Linda

Letter 1-b

Dear Mr. Hua:

Thank you for your letter and catalog sent on June 14, 2013. We appreciate your interest in our company though your products fall out of our line for the time being. We wish you every success in your future business.

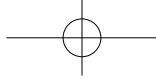
Sincerely yours,

Linda

Letter 2-a

Dear Mr. Black:

We are sorry to have your complaint about the poor performance of our Monay batteries. You claimed your flashlight was damaged. Under separate cover we are sending you a new flashlight which we hope is not inferior to the one you submitted to us under our guarantee. Monay batteries are included. They were tested beforehand for any obvious defects.



Less than 0.5% of our total production is unsatisfactory, and we are usually inclined to feel that the user of the flashlight is at fault, not the batteries. Since it is possible for some defective batteries to slip by our rigid inspection process, we follow the practice of replacing any damaged flashlights that are called to our attention.

It is unfortunate that you have had this inconvenience. We trust you will experience no further difficulties with our product.

Very truly yours,

James Zhao
Sales Manager

Letter 2-b

Dear Mr. Black:

Your recent experience with a set of Monay flashlight batteries is given proper attention. Under separate cover please find a new flashlight of comparable value with the one you submitted to us under our guarantee. Fresh Monay batteries are included.

For more than 99.5% of our entire Monay battery production is satisfactory. It would be nice if this record was 100%, but in the absence of a perfect record, we do appreciate it when a customer brings an unsatisfactory experience to our attention.

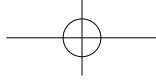
We are sure that the fresh Monay batteries we are sending you will give you the same dependable service that has made Monay batteries so famous all over the world.

Very truly yours,

James Zhao
Sales Manager

VIII Each pair of the following statements expresses the same idea. According to the criteria for effective business writing discussed in this chapter, which one do you think is more appropriate?

1. Remind somebody to submit his/her report.
 - a. Don't forget to submit your time and expense report by noon Friday.
 - b. Remember to submit your time and expense report by noon Friday.
2. The message is given to several branches of a company.
 - a. When your auditor arrives at the head office, he is to go to the boardroom.
 - b. Upon arrival at the head office, your auditor is to go to the boardroom.
3. Inform the resignation of a former president.
 - a. Kyle, the 55-year President of Garvy-Wheaton Bank, has resigned to accept a position with another company.
 - b. Kyle, the President of Garvy-Wheaton Bank, has resigned to accept a position with another company.
4. Announce a company's policy.
 - a. Blind employees will receive company memorandums by voicemail.
 - b. Employees with vision impairment will receive company memorandums by voicemail.
5. Reply to a letter which didn't provide the specifications of some goods ordered.
 - a. Please send the complete specifications for Part No. 324-9, so we can complete your order quickly.
 - b. You neglected to indicate the specifications for Part No. 324-9 in your order.
6. Request a business partner to effect payment.
 - a. Would you please pay this amount as soon as you can at Bank of China, Liaoning?
 - b. We ask you to pay the billed amount to us as soon as possible.



Chapter 1

7. Refer to mistakes in a proposal.
 - a. The bid proposal was not proofread carefully.
 - b. Armando failed to proofread this bid proposal carefully.
8. Refer to the job completed.
 - a. The job was completed ahead of time.
 - b. Armando completed the job ahead of time.