




# 对外经济贸易中的商务英语应用

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# Introduction

# Background and significance



Effective communication in Business English is essential for negotiating contracts, resolving disputes, and following long term business relationships



Globalization has led to an increase in foreign economic and trade activities, making Business English a critical skill for professionals



Mastering Business English can enhance an individual's career prospects and contribute to the success of their organization in the global market

# The Importance of Business English in Foreign Economy and Trade



## Facilitates communication

Business English allows professionals to communicate effectively with international clients and colleagues, breaking down language barriers

## Ensures accuracy

Precision and clarity in Business English are critical for avoiding misunderstandings that could lead to costly errors or delays in business transactions

## Enhance professionalism

Proficiency in Business English demonstrates a high level of professionalism and commitment to excellence, which can be critical for establishing trust and credibility with international partners



# The purpose and structure of this report

- The purpose of this report is to provide an overview of the application of Business English in foreign economy and trade, highlighting its importance and practical uses
- The report is structured as follows: first, an introduction to the background and significance of Business English; Second, a discussion of the key skills and competencies required for effective communication in Business English; Third, an examination of the role of Business English in various aspects of foreign economic and trade activities; And finally, some conclusions and recommendations for further study or practice



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**Basic knowledge of  
Business English**

# Definition and Characteristics of Business English

## Definition

Business English is a specialized form of English language used in international business transactions and communications

## Characteristics

It emphasizes clarity, conformity, and formality, and often involves specific terminology and phrases related to business topics such as marketing, finance, and management







# Business English Vocabulary and Expression Skills

## Vocabulary

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Business English includes a wide range of specialized vocabulary related to various business functions, such as accounting, banking, and international trade

## Expression Skills

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Effective business English communication requires the ability to express ideas clearly and professionally, both in writing and orally. This includes the use of appropriate language registers and tones, as well as the ability to structure information logically.



# Business Etiquette and Cross Cultural Communication

## Business Etiquette

Understanding and following business etiquette is critical in international business communications. This includes knowing the appropriate meetings, dress codes, and protocols for meetings and negotiations.

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## Cross Cultural Communication

Business English often involves communicating with people from different cultures. Understanding cultural differences and adapting communication styles according to is essential for avoiding misunderstandings and ensuring effective communication.

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**Application of Business  
English in Import and  
Export Business**



# Key points for writing inquiry, offer, and

## counteroffer letters

### Inquiry Letter

Clearly state the product or service of interest, including specifications, quantity, and desired price Ensure professionalism and literacy through the communication

### Offer Letter

Provide detailed information about the product or service, including pricing, terms of sale, delivery time, and payment terms Emphasis on the benefits and advantages of the offer

### Counter Letter

Carefully review the initial offer and proposal changes that are acceptable to both parties Maintain a positive and constructive tone while negotiating terms

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